C 2130-1 annual update

# POCKET GUIDE

## to the

# CHICAGO MARKET

## 1981

Prepared by—

**CHICAGO SUN-TIMES**
A Division of Field Enterprises, Inc.

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## During an average day in CHICAGO

Retail sales total more than $109,300,000

Manufacturers produce more than $345,000,000

Wholesale receipts account for $207,000,000

Service establishments bill $43,200,000

More than 152,000 persons leave or enter by air

Railroads bring 139,000 persons to Chicago

Buses carry 131,600 passengers to Chicago

More than 21,900 tourists, spending $181.33 each, visit Chicago

More than 3,509,000 workers earn an average of $80.00 per household 29% greater than the national average

SOURCES:
CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY;
CHICAGO CONVENTION AND TOURISM BUREAU.

A Pocket Guide to Help You Know

# THE CHICAGO MARKET

Market Information Services
**CHICAGO SUN-TIMES**

Available . . . . . .

TO HELP YOU

REACH CHICAGO HOMES

EFFICIENTLY . . . PROFITABLY

THREE SIGMA SYNDICATED STUDY -- a major market newspaper survey designed to measure major newspaper audiences in Chicago and 33 other major ADI's and their related metropolitan areas.

GROCERY ROUTE LIST -- location of nearly 2,300 food stores arranged in optimized routing for 76 city areas and 156 suburban towns. Each store classified by affiliation and sales volume.

DRUG STORE ROUTE LIST -- location of over 1,900 drug stores arranged in optimized routing for 76 city areas and 144 suburban towns. Store classified by affiliation and number of pharmacists.

CENSUS DATA PACKET -- basic statistics of interest to marketers, compiled from the U.S. Census for 76 Community Areas within the city and 188 major suburban localities in the metropolitan market.

SHOPPING CENTER DIRECTORY -- listing of 304 shopping centers with separate listings furnished for discount and family center stores.

MAJOR DISTRIBUTORS OF FOOD PRODUCTS -- directory of corporate chains, wholesalers, voluntary groups, department stores and outstanding independents serving the local food industry.

Ask your representative from

the CHICAGO SUN-TIMES

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| | WEEK | 1981 | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | S | M | T | W | T | F | S |
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| | 5 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
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| FEB. | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
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| | 9 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| MAR. | 11 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
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| | 14 | 29 | 30 | 31 | 1 | 2 | 3 | 4 |
| | 15 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| APR. | 16 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
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| | 19 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| MAY | 20 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| | 21 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
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| | 24 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| JUN. | 25 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| | 26 | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| | 27 | 28 | 29 | 30 | 1 | 2 | 3 | 4 |
| | 28 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| JUL. | 29 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| | 30 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| | 31 | 26 | 27 | 28 | 29 | 30 | 31 | 1 |
| | 32 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| AUG. | 33 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| | 34 | 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| | 35 | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| | 36 | 30 | 31 | 1 | 2 | 3 | 4 | 5 |
| | 37 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| SEPT. | 38 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| | 39 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| | 40 | 27 | 28 | 29 | 30 | 1 | 2 | 3 |
| | 41 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| OCT. | 42 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| | 43 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| | 44 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
| | 45 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| NOV. | 46 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| | 47 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| | 48 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| | 49 | 29 | 30 | 1 | 2 | 3 | 4 | 5 |
| | 50 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| DEC. | 51 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| | 52 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| | 53 | 27 | 28 | 29 | 30 | 31 | | |
| | | S | M | T | W | T | F | S |

Section One:

## UNDERSTANDING AND DEFINING THE CHICAGO MARKET

Chicago, Illinois is the second largest city in the United States and has grown to a point where it is now the nation's leading industrial and transportation center. Located at the northeast corner of Illinois on the Chicago River at the base of Lake Michigan, Chicago has long been a commercial and industrial center. Indians settled the area before Europeans explored Illinois. The French established settlements in the late 1600's and by 1803, the United States Govèrnment had established a key military fort at the mouth of the Chicago River.

From the time of the city's incorporation in 1837, the Chicago Area has been known as a location for excellent employment opportunities. Chicago's earliest growth prior to the Fire of 1871 centered on the establishment of the Union Stock Yards which developed as a mecca for agricultural commerce in the United States. Many European immigrants settled in Chicago and were employed in this industry.

Following the Chicago Fire, the Chicago Area developed as a center for heavy industrial production. Iron and steel mills were established in 1875 along the Calumet River. By 1900, Chicago had established itself as a major industrial center. In 1906, United States Steel chose Gary, Indiana (just south and east of Chicago) as the site of its mill. As a result, by 1920, the Chicago Area became the nation's leading industrial center. The great influx of both immigrant and transient population at this time was a direct result of this industrial development.

Today, Chicago ranks as the transportation hub of the country. For example, only Texas, a state nearly five times the area of Illinois, has more track. The Chicago Area ships more tonnage of manufactured goods by rail than any other production center in the country. Chicago's sixteen trunk lines operate half of the nation's railway mileage and move 37,000 freight cars per day out of the city.

The Chicago Area ranks second nationwide in registered trucks. In this region there are 2,108 trucking and warehousing firms, the highest total for any metropolitan area. Metropolitan Chicago ships 37.8 million tons of manufactured products each year by truck. Even though Illinois only ranks 24th in geographic size, it ranks third in the total miles of surface roads. Illinois has more miles of interstate highways than all states with the exception of California and Texas.

Shipping can traverse in two directions through the port of Chicago; northeast through the Great Lakes-St. Lawrence Seaway and south through the Illinois and Mississippi Rivers. Ships and barges carry 72 million tons of cargo in and out of the Metropolitan Area.

The strategic central location of Chicago's O'Hare Field has placed Chicago at the center of commercial air activity. More than 50 million passengers pass through Chicago every year. There are 650,000 scheduled plane movements serving 231 destinations each year at Chicago's airports. These figures rank Chicago as the busiest commercial air center. O'Hare Field handles more freight and mail than any other airport in the country. Chicago's value of import and export air shipments exceed those of any inland facility in the United States.

In order to understand more fully the statistical nature of the Chicago Area, it is important to be familiar with the five most widely accepted area descriptions:

1. City of Chicago - the 228.1 square miles of Cook County which contain 2,880,400 people within its incorporated boundaries.

2. Chicago Standard Metropolitan Statistical Area (SMSA) - Cook, DuPage, Kane, Lake, McHenry and Will Counties in Illinois.

3. City and Retail Trading Zone (C & RTZ) - The Chicago SMSA plus Lake County in Indiana.

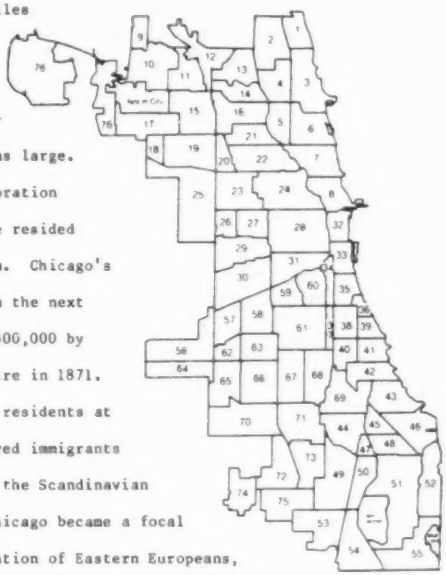
4. Chicago-Gary Standard Consolidated Statistical Area (SCSA) - The C & RTZ plus Porter County in Indiana.

5. Chicago Area of Dominant Influence (ADI) - The Chicago-Gary SCSA plus eleven counties in Illinois, Indiana and Wisconsin.

SOURCES: Mayer, Harold M. and Wade, Richard C., Chicago-Growth of a Metropolis. Chicago: University of Chicago Press, 1969; Chicago Association of Commerce and Industry; Sales Management - 1980 Survey of Buying Power Estimates.

## CITY OF CHICAGO

Currently, there are 2,880,400 people living within the 228.1 square miles of incorporated Chicago. However, Chicago has not always been that well populated or geographically as large. At the time of its incorporation in 1837, only 4,170 people resided in a 10.2 square mile area. Chicago's population grew rapidly in the next 30 years reaching nearly 300,000 by the time of the Chicago Fire in 1871. The majority of Chicago's residents at this time were newly arrived immigrants from Ireland, Germany and the Scandinavian countries. After 1871, Chicago became a focal point for the mass immigration of Eastern Europeans, soon followed by new arrivals from Italy and Germany. In the years prior to World War I, many Russians came to Chicago after much civil unrest in their home country. By World War I, these new arrivals in combination with blacks who migrated from the Southern United States helped to make Chicago a large multi-racial and ethnic city of 2,700,000 people. In addition, the physical size of the city increased immensely during this 80 year period. In 1889, Chicago annexed the four adjacent communities of Jefferson, Lake View, Lake and Hyde Park. These acquisitions alone increased the physical size of the city by a factor of four.



## CHICAGO COMMUNITY AREAS

| Number | Name | Number | Name |
|---|---|---|---|
| 1 | Rogers Park | 39 | Kenwood |
| 2 | West Ridge | 40 | Washington Park |
| 3 | Uptown | 41 | Hyde Park |
| 4 | Lincoln Square | 42 | Woodlawn |
| 5 | North Center | 43 | South Shore |
| 6 | Lake View | 44 | Chatham |
| 7 | Lincoln Park | 45 | Avalon Park |
| 8 | Near North Side | 46 | South Chicago |
| 9 | Edison Park | 47 | Burnside |
| 10 | Norwood Park | 48 | Calumet Heights |
| 11 | Jefferson Park | 49 | Roseland |
| 12 | Forest Glen | 50 | Pullman |
| 13 | North Park | 51 | South Deering |
| 14 | Albany Park | 52 | East Side |
| 15 | Portage Park | 53 | West Pullman |
| 16 | Irving Park | 54 | Riverdale |
| 17 | Dunning | 55 | Hegewisch |
| 18 | Montclare | 56 | Garfield Ridge |
| 19 | Belmont Cragin | 57 | Archer Heights |
| 20 | Hermosa | 58 | Brighton Park |
| 21 | Avondale | 59 | McKinley Park |
| 22 | Logan Square | 60 | Bridgeport |
| 23 | Humboldt Park | 61 | New City |
| 24 | West Town | 62 | West Elsdon |
| 25 | Austin | 63 | Gage Park |
| 26 | West Garfield Park | 64 | Clearing |
| 27 | East Garfield Park | 65 | West Lawn |
| 28 | Near West Side | 66 | Chicago Lawn |
| 29 | North Lawndale | 67 | West Englewood |
| 30 | South Lawndale | 68 | Englewood |
| 31 | Lower West Side | 69 | Grr. Grand Crossing |
| 32 | Loop | 70 | Ashburn |
| 33 | Near South Side | 71 | Auburn Gresham |
| 34 | Armour Square | 72 | Beverly |
| 35 | Douglas | 73 | Washington Heights |
| 36 | Oakland | 74 | Mount Greenwood |
| 37 | Fuller Park | 75 | Morgan Park |
| 38 | Grand Boulevard | 76 | O'Hare |
| | | 77 | Edgewater* |

* to be added in 1981.

While incorporated Chicago ranks second to New York in total population, the City of Chicago outranks New York in many key economic factors. For example, the median household income in Chicago is 14.9% higher than New York while effective buying income per household is 7.7% higher. Analysis of retail sales at the household level indicates that in all categories Chicago ranks higher than New York.

For research purposes, the City of Chicago has been subdivided into 76 "Community Areas" ranging in population size from Burnside (3,000) to Uptown (130,300). (Note - in 1981 a 77th Community Area (Edgewater) will be added.) Each of these areas has an evolving character and a local history of its own. Some were independent villages annexed by the growing city; some had strong ethnic and national origins and some had distinctive land-use patterns. Originally, each Community Area represented a definite neighborhood, but with urban change they are now regarded as standardized reportage units with an average population of 44,000.

Statistics for each Community Area have been compiled regularly since the Census of 1930. Community Areas are further subdivided into census tracts, of which there are 870 in Chicago.

SOURCES: Kitagawa, Evelyn M., and Taeuber, Karl E., Local Community Fact Book Chicago Metropolitan Area 1960. Chicago: Chicago Community Inventory, 1963;
Mayer, Harold M. and Wade, Richard C., Chicago-Growth of a Metropolis, Chicago: University of Chicago Press, 1969;
City of Chicago Department of Planning, City and Community Development;
Sales Management - 1980 Survey of Buying Power Estimates.



Selected Demographic Statistics

CHICAGO

- 1980 -

| | |
|---|---|
| TOTAL POPULATION | 2,880,400 |
| Under 18 | 771,947 |
| 18-24 | 377,332 |
| 25-34 | 472,386 |
| 35-49 | 455,103 |
| 50 and Over | 803,632 |
| EFFECTIVE BUYING INCOME - 1979 | |
| Total Households | 1,143,700 |
| $0 - $7,999 | 242,465 |
| $8,000 - $9,999 | 59,472 |
| $10,000 - $14,999 | 173,842 |
| $15,000 - $24,999 | 339,679 |
| $25,000 and Over | 328,242 |
| Average Household Effective Buying Income | $20,094 |
| HOUSING UNITS - 1980 | 1,206,400 |
| Single Family Units | 287,112 |
| Multi-Family Units | 919,288 |
| EMPLOYMENT | |
| Total Employment | 1,921,840 |
| Manufacturing | 515,670 |
| Retail | 234,750 |
| Service, Finance & Insurance | 451,110 |
| Wholesale, Transportation, Communication & Utilities | 275,090 |
| Government | 264,550 |
| Other Employment | 180,670 |
| RETAIL SALES (000) | $ 9,558,408 |
| Food (000) | 1,909,397 |
| Eating and Drinking Places (000) | 1,086,762 |
| General Merchandise (000) | 1,159,167 |
| Furniture, Home Furnishings and Appliances (000) | 446,674 |
| Automotive (000) | 1,244,572 |
| Drug Stores (000) | 417,578 |
| Other (000) | 3,294,258 |

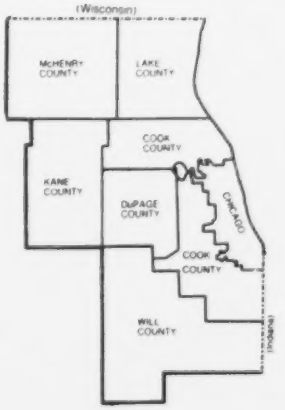
SOURCES: Sales Management - 1980 Survey of Buying Power Estimates;
Northeastern Illinois Planning Commission - 1978 Regional Data Report;
City of Chicago Department of Inspectional Services
Bell Federal Savings and Loan Association, Chicago - Survey of Buildings;
City of Chicago Department of Planning, City and Community Development.

## CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

The United States Bureau of the Census has established the Chicago Standard Metropolitan Statistical Area (SMSA) to enable federal agencies to gather metropolitan data on a coordinated basis. Originally, the Chicago SMSA included Cook, DuPage, Kane, Lake and Will Counties in Illinois and Lake County in Indiana. In 1959, McHenry County was added to the Chicago SMSA and Lake County, Indiana was deleted in order to form in combination with Porter County the Gary-Hammond-East Chicago SMSA. The six Illinois counties which comprise the Chicago SMSA contain an area of 3,719 square miles extending from the Indiana state line to the Wisconsin state line including the City of Chicago and 200 suburban municipalities of 2,500 or more population.

Today, the Chicago SMSA ranks third in total population. However, if economic data are analyzed on a per household basis, the Chicago SMSA outranks the New York SMSA in both effective buying income and median household income as well as in total retail, food, eating and drinking, general merchandise, apparel and accessory, furniture, home furnishings and appliance, automobile, gasoline, building material and hardware, and drug store sales.

| Counties | Population |
|---|---|
| Cook | 5,200,600 |
| DuPage | 610,700 |
| Kane | 281,900 |
| Lake | 432,700 |
| McHenry | 142,000 |
| Will | 330,500 |
| SMSA | 6,998,400 |




SOURCES: Northeastern Illinois Planning Commission;
Sales Management - 1980 Survey of Buying Power Estimates.

## Selected Demographic Statistics

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

- 1980 -

| | |
|---|---|
| TOTAL POPULATION | 6,998,400 |
| Under 18 | 2,029,536 |
| 18-24 | 874,800 |
| 25-34 | 1,182,730 |
| 35-49 | 1,189,728 |
| 50 and Over | 1,721,606 |
| EFFECTIVE BUYING INCOME | |
| Total Households | 2,442,500 |
| $0 - $7,999 | 356,605 |
| $8,000 - $9,999 | 90,372 |
| $10,000 - $14,999 | 268,675 |
| $15,000 - $24,999 | 679,015 |
| $25,000 and Over | 1,047,833 |
| Average Household Effective Buying Income | $25,155 |
| SIZE OF HOUSEHOLD | |
| Total Households | 2,442,500 |
| 1 Person | 580,833 |
| 2 Person | 702,927 |
| 3-4 Person | 814,854 |
| 5 or More Person | 343,886 |
| Average Household Size | 2.87 |
| HOUSING UNITS - 1980 | 2,553,296 |
| Siagle Family Units | 1,228,801 |
| Multi-Family Units | 1,324,495 |
| EMPLOYMENT | |
| Total Employment | 3,115,400 |
| Manufacturing | 840,600 |
| Mining/Quarrying | 4,500 |
| Contract Construction | 111,900 |
| Transportation and Services | 129,100 |
| Communications and Utilities | 60,400 |
| Wholesale Trade | 221,700 |
| Retail Trade | 503,500 |
| Finance, Insurance, Real Estate | 202,300 |
| Service and Miscellaneous | 613,500 |
| Government | 427,900 |

(Continued)

## Selected Demographic Statistics

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA - 1980

(Continued)

| | | |
|---|---|---|
| TOTAL RETAIL SALES (000) | | $30,308,650 |
| Total Food Stores (000) | | 5,812,065 |
| Supermarkets (000) | 5,448,857 | |
| Eating and Drinking Places (000) | | 2,963,628 |
| General Merchandise Stores (000) | | 3,918,761 |
| Department Stores (000) | 3,557,446 | |
| Apparel and Accessories Stores (000) | | 1,868,590 |
| Furniture/Home Furnishings/Appliance Stores (000) | | 1,364,554 |
| Furniture and Home Furnishings Only (000) | 840,342 | |
| Automotive Dealers (000) | | 5,612,488 |
| Gasoline Service Stations (000) | | 2,264,354 |
| Building Materials and Hardware Dealers (000) | | 1,208,225 |
| Drug Stores (000) | | 1,109,378 |
| Other (000) | | 4,186,607 |

PROJECTIONS - 1984-1989

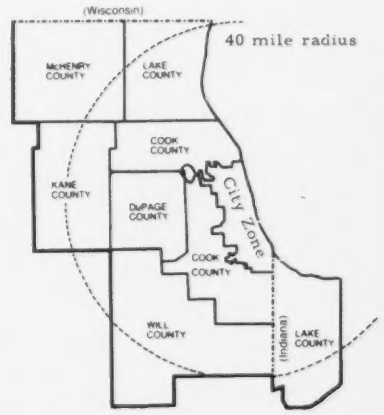
| | |
|---|---|
| Population - 1984 | 7,116,000 |
| Population - 1989 | 7,180,100 |
| Households - 1984 | 2,608,000 |
| Households - 1989 | 2,760,600 |
| Average Household Effective Buying Income - 1984 | $36,490 |
| Average Household Effective Buying Income - 1989 | $51,163 |
| Total Retail Sales (000) - 1984 | $47,999,728 |
| Total Retail Sales (000) - 1989 | $69,964,395 |
| Total Retail Sales per Household - 1984 | $18,405 |
| Total Retail Sales per Household - 1989 | $25,344 |

SOURCES: Sales Management - 1980 Survey of Buying Power Estimates;
Northeastern Illinois Planning Commission - 1978 Regional Data Report;
Bell Federal Savings and Loan Association, Chicago - Survey of Buildings.

## CITY AND RETAIL TRADING ZONE

The "City and Retail Trading Zone" is a geographically delineated area developed by newspapers in conjunction with the Audit Bureau of Circulations in order to analyze local newspaper circulation patterns. The "city zone" is comprised of the incorporated municipality in which the newspaper is located as well as selected suburban communities adjacent to the central city. The "retail trading zone" consists of the SMSA portion not included in the "city zone" as well as selected counties immediately adjacent to the SMSA. The Chicago "city zone" includes the corporate City of Chicago plus the Village of Oak Park. The Chicago "retail trading zone" encompasses the remainder of the Chicago SMSA and Lake County, Indiana which is added because more Chicago newspapers are circulated in this county than in either Kane, McHenry or Will Counties of the Chicago SMSA.

| Counties | Households |
|---|---|
| Cook | 1,896,600 |
| DuPage | 181,900 |
| Kane | 90,100 |
| Lake (IL) | 125,700 |
| McHenry | 45,900 |
| Will | 102,300 |
| Lake (IN) | 174,700 |
| C & RTZ | 2,617,200 |




CHICAGO NEWSPAPER CIRCULATION

| Distribution Zone: | Daily | Sunday |
|---|---|---|
| C & RTZ | 1,322,951 | 1,649,208 |

SOURCES: Sales Management - 1980 Survey of Buying Power Estimates;
ABC Publisher's Statements 9/30/80.

## Selected Demographic Statistics

CHICAGO CITY AND RETAIL TRADING ZONE

- 1980 -

| | |
|---|---|
| TOTAL POPULATION | 7,534,600 |
| Under 18 | 2,201,656 |
| 18-24 | 942,361 |
| 25-34 | 1,269,594 |
| 35-49 | 1,282,491 |
| 50 and Over | 1,838,498 |
| EFFECTIVE BUYING INCOME | |
| Total Households | 2,617,200 |
| $0 - $7,999 | 381,762 |
| $8,000 - $9,999 | 96,137 |
| $10,000 - $14,999 | 285,272 |
| $15,000 - $24,999 | 733,521 |
| $25,000 and Over | 1,120,508 |
| Average Household Effective Buying Income | $25,057 |
| SIZE OF HOUSEHOLD | |
| Total Households | 2,617,200 |
| 1 Person | 613,403 |
| 2 Person | 753,020 |
| 3-4 Person | 877,876 |
| 5 or More Person | 372,901 |
| Average Household Size | 2.88 |
| HOUSING UNITS - 1980 | 2,741,422 |
| Single Family Units | 1,353,803 |
| Multi-Family Units | 1,387,619 |
| EMPLOYMENT | |
| Total Employment | 3,315,284 |
| Manufacturing | 923,733 |
| Wholesale and Retail Trade | 761,900 |
| Services | 765,064 |
| Government | 452,335 |
| Other | 412,252 |

(Continued)

Selected Demographic Statistics

CHICAGO CITY AND RETAIL TRADING ZONE - 1980

(Continued)

| | | |
|---|---|---|
| TOTAL RETAIL SALES (000) | | $32,562,423 |
| Total Food Stores (000) | | 6,325,127 |
| Supermarkets (000) | 5,926,047 | |
| Eating and Drinking Places (000) | | 3,156,571 |
| General Merchandise Stores (000) | | 4,198,745 |
| Department Stores (000) | 3,820,369 | |
| Apparel and Accessories Stores (000) | | 1,980,075 |
| Furniture/Home Furnishings/Appliance Stores (000) | | 1,459,705 |
| Furniture and Home Furnishings Only (000) | 904,037 | |
| Automotive Dealers (000) | | 6,078,512 |
| Gasoline Service Stations (000) | | 2,487,989 |
| Building Materials and Hardware Dealers (000) | | 1,320,098 |
| Drug Stores (000) | | 1,192,648 |
| Other (000) | | 4,362,953 |

PROJECTIONS - 1984-1989

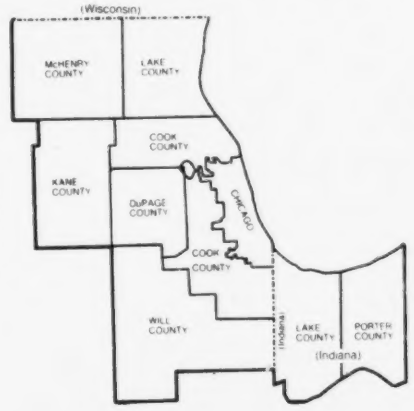
| | |
|---|---|
| Population - 1984 | 7,666,200 |
| Population - 1989 | 7,735,400 |
| Households - 1984 | 2,798,100 |
| Households - 1989 | 2,963,300 |
| Average Household Effective Buying Income - 1984 | $36,316 |
| Average Household Effective Buying Income - 1989 | $51,016 |
| Total Retail Sales (000) - 1984 | $51,804,879 |
| Total Retail Sales (000) - 1989 | $75,599,679 |
| Total Retail Sales per Household - 1984 | $18,514 |
| Total Retail Sales per Household - 1989 | $25,512 |

SOURCES: Sales Management - 1980 Survey of Buying Power Estimates;
Northeastern Illinois Planning Commission - 1978 Regional Data Report;
Northwestern Indiana Regional Planning Commission - A Factual Image of Northwest Indiana;
Bell Federal Savings and Loan Association, Chicago - Survey of Buildings.

## CHICAGO-GARY STANDARD CONSOLIDATED STATISTICAL AREA

As the large adjoining SMSA's have continued to grow it has become necessary for the United States Bureau of the Census to establish the Standard Consolidated Statistical Area (SCSA) in order to more accurately measure demographic and economic data. Computations for the Chicago-Gary Standard Consolidated Statistical Area first appeared in the 1960 United States Census with the creation of a separate Gary-Hammond-East Chicago SMSA. The inclusion of this SMSA with the Chicago SMSA creates an eight county urbanized region 130 miles in length. It should be noted that Porter County in Indiana contributes little to the Chicago-Gary SCSA. The 1980 Sales Management reports 112,100 people in Porter County, Indiana.

| Counties | Population Per Sq. Mile |
|---|---|
| Cook, IL | 5,451 |
| DuPage, IL | 1,845 |
| Kane, IL | 542 |
| Lake, IL | 947 |
| McHenry, IL | 233 |
| Will, IL | 390 |
| SMSA | 1,882 |
| Lake, IN | 1,045 |
| C & RTZ | 1,780 |
| Porter, IN | 264 |
| SCSA | 1,642 |




With the large growth in urbanized population in the Chicago Area, it should be pointed out that the Chicago-Gary SCSA is only part of a 19 county corridor of connecting SMSA's. The Chicago-Gary SCSA is bordered to the south by the Kankakee SMSA; by the contiguous SMSA's of Rockford, Janesville - Beloit and Madison to the west and northwest; and the adjoining SMSA's of Kenosha, Racine and Milwaukee to the north. In 1979, the population of this 19 county region was 10,197,700 which represents a growth of well over one million residents (12.0%) from the 9,105,800 count of 1960.

SOURCES: U.S. Bureau of the Census;
Sales Management - 1961 Survey of Buying Power Estimates;
Sales Management - 1980 Survey of Buying Power Estimates;

## Selected Demographic Statistics

### CHICAGO-GARY STANDARD CONSOLIDATED STATISTICAL AREA

### - 1980 -

| | |
|---|---|
| TOTAL POPULATION | 7,646,700 |
| Under 18 | 2,240,483 |
| 18-24 | 955,837 |
| 25-34 | 1,284,646 |
| 35-49 | 1,299,939 |
| 50 and Over | 1,865,795 |
| EFFECTIVE BUYING INCOME | |
| Total Households | 2,652,600 |
| $0 - $7,999 | 387,280 |
| $8,000 - $9,999 | 95,493 |
| $10,000 - $14,999 | 286,481 |
| $15,000 - $24,999 | 745,381 |
| $25,000 and Over | 1,137,965 |
| Average Household Effective Buying Income | $25,098 |
| SIZE OF HOUSEHOLD | |
| Total Households | 2,652,600 |
| 1 Person | 618,844 |
| 2 Person | 763,269 |
| 3-4 Person | 891,538 |
| 5 or More Person | 378,949 |
| Average Household Size | 2.88 |
| HOUSING UNITS - 1980 | 2,775,153 |
| Single Family Units | 1,382,045 |
| Multi-Family Units | 1,393,108 |
| EMPLOYMENT | |
| Total Employment | 3,345,292 |
| Manufacturing | 935,736 |
| Wholesale and Retail Trade | 766,965 |
| Services | 769,010 |
| Government | 456,649 |
| Other | 416,932 |

(Continued)

## Selected Demographic Statistics

CHICAGO-GARY STANDARD CONSOLIDATED STATISTICAL AREA - 1980

(Continued)

| | | |
|---|---|---|
| TOTAL RETAIL SALES (000) | | $32,904,557 |
| Total Food Stores (000) | | 6,412,674 |
| Supermarkets (000) | 6,010,317 | |
| Eating and Drinking Places (000) | | 3,196,618 |
| General Merchandise Stores (000) | | 4,231,836 |
| Department Stores (000) | 3,842,650 | |
| Apparel and Accessories Stores (000) | | 1,986,297 |
| Furniture/Home Furnishings/Appliance Stores (000) | | 1,471,718 |
| Furniture and Home Furnishings Only (000) | 910,812 | |
| Automotive Dealers (000) | | 6,136,235 |
| Gasoline Service Stations (000) | | 2,537,340 |
| Building Materials and Hardware Dealers (000) | | 1,338,800 |
| Drug Stores (000) | | 1,209,131 |
| Other (000) | | 4,383,908 |

PROJECTIONS - 1984-1989

| | |
|---|---|
| Population - 1984 | 7,781,900 |
| Population - 1989 | 7,861,500 |
| Households - 1984 | 2,836,900 |
| Households - 1989 | 3,008,000 |
| Average Household Effective Buying Income - 1984 | $36,387 |
| Average Household Effective Buying Income - 1989 | $51,178 |
| Total Retail Sales (000) - 1984 | $52,410,887 |
| Total Retail Sales (000) - 1989 | $76,561,422 |
| Total Retail Sales per Household - 1984 | $18,475 |
| Total Retail Sales per Household - 1989 | $25,453 |

SOURCES: Sales Management - 1980 Survey of Buying Power Estimates;
Northeastern Illinois Planning Commission - 1978 Regional Data Report;
Northwestern Indiana Regional Planning Commission - A Factual Image of Northwest Indiana;
Bell Federal Savings and Loan Association, Chicago - Survey of Buildings.

## Business Statistics

CHICAGO-GARY STANDARD CONSOLIDATED STATISTICAL AREA

- 1979 -

| | |
|---|---|
| Gross Metropolitan Product | $ 105,300,000,000 |
| Personal Income | $ 79,400,000,000 |
| Wages and Salaries Received | $ 53,700,000,000 |
| Bank Clearings | $ 239,442,000,000 |
| Retail Sales | $ 32,600,000,000 |
| Chicago Manufactured Products (gross sales) | $ 88,082,000,000 |
| Primary Metals | $ 16,328,000,000 |
| Food and Kindred Products | $ 10,249,000,000 |
| Electrical Machinery | $ 9,463,000,000 |
| Non-Electrical Machinery | $ 8,645,000,000 |
| Fabricated Metal Products | $ 8,272,000,000 |
| Petroleum and Coal Products | $ 7,147,000,000 |
| Chemicals and Allied Products | $ 6,817,000,000 |
| Printing and Publishing | $ 5,264,000,000 |
| Transportation Equipment | $ 4,190,000,000 |
| Instruments and Related Products | $ 2,256,000,000 |
| Paper and Allied Products | $ 2,209,000,000 |
| Stone, Clay and Glass Products | $ 1,771,000,000 |
| Rubber and Plastic Products | $ 1,633,000,000 |
| Apparel and Related Products | $ 887,000,000 |
| Furniture and Fixtures | $ 828,000,000 |
| Lumber and Wood Products | $ 511,000,000 |
| Leather and Leather Products | $ 182,000,000 |
| Miscellaneous Manufacturing | $ 1,430,000,000 |
| Index of Industrial Activity (1972=100.0) | 109.0 |
| Electric Power Sales (kwhr) | 67,923,000,000 |
| Steel Production (net ingot tons) | 29,900,000 |
| Industrial Gas Consumed (therms) | 433,000,000 |
| Industrial Building and Land Investment | $ 560,000,000 |
| Air Passengers (arriving and departing) | 47,400,000 |
| Scheduled Plane Movements | 645,000 |
| Air Freight and Express (lbs.) | 1,395,000,000 |

SOURCE: Chicago Association of Commerce and Industry.

## CHICAGO AREA OF DOMINANT INFLUENCE

The Area of Dominant Influence (ADI) is a geographic market design which defines each television market exclusive of another based on measurable viewing patterns. The ADI is an area that consists of all counties in which the television stations in the home market receive the majority of viewer preference. Each county in the United States is assigned to one ADI exclusively. There is no overlap. All counties within the United States (Alaska and Hawaii excluded) are assigned to ADI's annually.

The Chicago ADI includes the Chicago-Gary SCSA plus seven additional counties in Illinois, three in Indiana and one in Wisconsin. The population of the Chicago ADI is greater than the population in all but eight of the United States. There are only eight states in the United States where retail sales are greater than in the Chicago ADI. The Chicago ADI includes both the richest farm lands and heaviest industrial concentrations of any ADI in the United States.

| Counties | Population |
|---|---|
| Cook, IL | 5,200,600 |
| DuPage, IL | 610,700 |
| Kane, IL | 281,900 |
| Lake, IL | 432,700 |
| McHenry, IL | 142,000 |
| Will, IL | 330,500 |
| Chicago SMSA | 6,998,400 |
| DeKalb, IL | 72,600 |
| Grundy, IL | 30,300 |
| Iroquois, IL | 33,200 |
| Kankakee, IL | 98,100 |
| Kendall, IL | 35,800 |
| LaSalle, IL | 105,400 |
| Livingston, IL | 41,300 |
| Jasper, IN | 25,300 |
| Lake, IN | 536,200 |
| LaPorte, IN | 106,000 |
| Newton, IN | 14,200 |
| Porter, IN | 112,100 |
| Kenosha, WI | 127,800 |
| Chicago ADI | 8,336,700 |

SOURCES: Sales Management - 1980 Survey of Buying Power Estimates;
Standard Rate and Data Services, Inc. - Spot Television.

## Selected Demographic Statistics

CHICAGO AREA OF DOMINANT INFLUENCE

- 1980 -

| | | |
|---|---|---|
| TOTAL POPULATION | | 8,336,700 |
| Under 18 | | 2,439,198 |
| 18-24 | | 1,050,325 |
| 25-34 | | 1,393,536 |
| 35-49 | | 1,409,696 |
| 50 and Over | | 2,043,945 |
| EFFECTIVE BUYING INCOME | | |
| Total Households | | 2,885,500 |
| $0 - $7,999 | | 427,232 |
| $8,000 - $9,999 | | 105,248 |
| $10,000 - $14,999 | | 314,168 |
| $15,000 - $24,999 | | 819,677 |
| $25,000 and Over | | 1,219,175 |
| Average Household Effective Buying Income | | $24,843 |
| SIZE OF HOUSEHOLD | | |
| Total Households | | 2,885,500 |
| 1 Person | | 668,084 |
| 2 Person | | 835,852 |
| 3-4 Person | | 969,337 |
| 5 or More Person | | 412,227 |
| Average Household Size | | 2.89 |
| TOTAL RETAIL SALES (000) | | $35,503,395 |
| Total Food Stores (000) | | 6,979,827 |
| Supermarkets (000) | 6,548,435 | |
| Eating and Drinking Places (000) | | 3,445,443 |
| General Merchandise Stores (000) | | 4,514,188 |
| Department Stores (000) | 4,060,184 | |
| Apparel and Accessories Stores (000) | | 2,080,608 |
| Furniture/Home Furnishings/Appliance Stores (000) | | 1,571,678 |
| Furniture and Home Furnishings Only (000) | 967,300 | |
| Automotive Dealers (000) | | 6,668,581 |
| Gasoline Service Stations (000) | | 2,822,859 |
| Building Materials and Hardware Dealers (000) | | 1,529,873 |
| Drug Stores (000) | | 1,290,832 |
| Other (000) | | 4,599,506 |

(Continued)

## Selected Demographic Statistics

CHICAGO AREA OF DOMINANT INFLUENCE - 1980

(Continued)

PROJECTIONS - 1984-1989

| | |
|---|---|
| Population - 1984 | 8,485,500 |
| Population - 1989 | 8,579,600 |
| Households - 1984 | 3,092,000 |
| Households - 1989 | 3,285,500 |
| Average Household Effective Buying Income - 1984 | $36,063 |
| Average Household Effective Buying Income - 1989 | $50,846 |
| Total Retail Sales (000) - 1984 | $56,468,272 |
| Total Retail Sales (000) - 1989 | $82,704,670 |
| Total Retail Sales per Household - 1984 | $18,263 |
| Total Retail Sales per Household - 1989 | $25,173 |

SOURCES: Sales Management - 1980 Survey of Buying Power Estimates;
Northeastern Illinois Planning Commission - 1978 Regional Data Report;
Northwestern Indiana Regional Planning Commission - A Factual Image of Northwest Indiana;
Bell Federal Savings and Loan Association, Chicago - Survey of Buildings.

## Section Two:

## MEASURING THE MARKET


POPULATION - SCSA'S AND COMPONENT CITIES

POPULATION - LEADING SMSA'S AND CITIES

SIZE AND ECONOMIC MEASURES - LEADING CHICAGO AND SUBURBAN AREAS

MARRIAGES, BIRTHS AND DEATHS

NEW CAR SALES

RESIDENTIAL BUILDING PERMITS

METEOROLOGICAL DATA FOR A TYPICAL CHICAGO YEAR

RETAIL ESTABLISHMENTS, CHICAGO SMSA COMMUNITIES 25,000 OR MORE POPULATION

RETAIL SALES, CHICAGO SMSA COMMUNITIES 25,000 OR MORE POPULATION

RETAIL SALES, COOK COUNTY VS. CHICAGO SMSA

RETAIL SALES, CHICAGO SMSA VS. STATE OF ILLINOIS

TOP TWO MARKETS COMPARED

CHICAGO FOOD STORE SALES COMPARED WITH TOTAL SALES IN OTHER MAJOR AREAS

COMPARATIVE LIVING COSTS FOR AN URBAN FAMILY AT THE LOWER, INTERMEDIATE AND UPPER STANDARD FOR SELECTED URBAN CENTERS

CHICAGO AREA FAMILY BUDGETS COMPARED WITH OTHER MAJOR MARKETS

FOOD COST AS PART OF FAMILY BUDGET

FOOD PRODUCERS PRICE INDEXES

COMPARISON OF FOOD PRICE CHANGES BY PRODUCTS AND CITIES

CHICAGO PRICE TRENDS

CONSUMER PRICE INDEXES FOR ALL URBAN CONSUMERS

CHICAGO-GARY SUBURBAN SCSA ZIP CODES

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS

CHICAGO'S FUTURE MAJOR REGIONAL SHOPPING CENTERS

## ESTIMATED SIZE AND INCOME OF THE 76 CHICAGO COMMUNITY AREAS

Showing population, number of households, and median household income, . . . with Community Areas ranked, in descending order, for each measure.

| Community Number | Rank | Population | Rank | Number of Households | Median Household Income Rank | Median Household Income Amount |
|---|---|---|---|---|---|---|
| 1 | 19 | 58,100 | 9 | 26,839 | 42 | $ 16,754 |
| 2 | 15 | 63,900 | 10 | 24,815 | 9 | 21,181 |
| 3 | 1 | 130,300 | 1 | 62,630 | 58 | 14,355 |
| 4 | 29 | 45,600 | 20 | 18,923 | 32 | 17,561 |
| 5 | 41 | 37,500 | 35 | 14,384 | 45 | 16,235 |
| 6 | 4 | 111,000 | 2 | 54,301 | 49 | $ 15,525 |
| 7 | 13 | 65,400 | 6 | 31,609 | 68 | 12,320 |
| 8 | 11 | 73,800 | 4 | 37,722 | 50 | 15,436 |
| 9 | 66 | 12,700 | 65 | 4,638 | 7 | 21,254 |
| 10 | 39 | 40,200 | 30 | 15,077 | 6 | 21,463 |
| 11 | 49 | 26,500 | 47 | 10,082 | 20 | $ 19,368 |
| 12 | 56 | 19,700 | 56 | 6,864 | 2 | 23,024 |
| 13 | 61 | 16,000 | 60 | 5,711 | 5 | 21,790 |
| 14 | 32 | 44,800 | 27 | 16,506 | 36 | 17,243 |
| 15 | 16 | 60,700 | 11 | 22,945 | 23 | 18,773 |
| 16 | 23 | 52,100 | 14 | 20,808 | 35 | $ 17,290 |
| 17 | 36 | 42,400 | 32 | 14,734 | 19 | 19,485 |
| 18 | 68 | 11,200 | 67 | 4,106 | 21 | 19,079 |
| 19 | 22 | 54,800 | 13 | 20,905 | 31 | 17,596 |
| 20 | 58 | 18,800 | 55 | 7,022 | 40 | 16,908 |
| 21 | 43 | 33,900 | 37 | 13,016 | 51 | $ 15,429 |
| 22 | 7 | 83,400 | 8 | 29,673 | 52 | 15,154 |
| 23 | 12 | 68,300 | 15 | 20,506 | 54 | 14,674 |
| 24 | 3 | 115,200 | 5 | 35,563 | 65 | 12,784 |
| 25 | 2 | 122,200 | 3 | 41,314 | 39 | 16,912 |
| 26 | 28 | 46,000 | 46 | 10,142 | 60 | $ 13,849 |
| 27 | 26 | 49,500 | 44 | 11,301 | 73 | 10,448 |
| 28 | 8 | 76,800 | 18 | 19,861 | 71 | 10,858 |
| 29 | 5 | 90,400 | 24 | 17,382 | 64 | 13,212 |
| 30 | 18 | 59,100 | 19 | 18,942 | 56 | 14,443 |
| 31 | 33 | 44,500 | 40 | 12,657 | 55 | $ 14,590 |
| 32 | 74 | 6,500 | 58 | 6,646 | 59 | 13,920 |
| 33 | 72 | 9,500 | 74 | 3,121 | 75 | < 7,500 |
| 34 | 67 | 12,400 | 66 | 4,389 | 61 | 13,633 |
| 35 | 37 | 41,400 | 34 | 14,316 | 66 | 12,589 |
| 36 | 60 | 18,300 | 63 | 4,984 | 74 | $ 7,717 |
| 37 | 73 | 7,600 | 75 | 1,593 | 67 | 12,395 |
| 38 | 9 | 76,600 | 12 | 21,186 | 72 | 10,554 |
| 39 | 48 | 26,600 | 45 | 10,707 | 63 | 13,218 |
| 40 | 34 | 43,900 | 36 | 13,409 | 70 | 11,476 |

## ESTIMATED SIZE AND INCOME OF THE 76 CHICAGO COMMUNITY AREAS (Continued)

| Community Number | Rank | Population | Rank | Number of Households | Median Household Income Rank | Median Household Income Amount |
|---|---|---|---|---|---|---|
| 41 | 46 | 33,300 | 35 | 14,227 | 38 | $ 17,016 |
| 42 | 24 | 52,000 | 29 | 15,106 | 69 | 11,747 |
| 43 | 10 | 74,600 | 7 | 31,409 | 46 | 16,203 |
| 44 | 30 | 45,100 | 28 | 16,446 | 37 | 17,120 |
| 45 | 64 | 13,800 | 68 | 4,092 | 14 | 20,289 |
| 46 | 35 | 43,100 | 31 | 14,773 | 41 | $ 16,827 |
| 47 | 76 | 3,000 | 76 | 1,073 | 34 | 17,329 |
| 48 | 57 | 19,200 | 59 | 5,975 | 10 | 20,947 |
| 49 | 17 | 59,900 | 21 | 18,916 | 24 | 18,595 |
| 50 | 71 | 10,300 | 71 | 3,523 | 30 | 17,669 |
| 51 | 59 | 18,500 | 61 | 5,555 | 25 | $ 18,392 |
| 52 | 54 | 23,500 | 54 | 7,997 | 17 | 19,748 |
| 53 | 40 | 39,600 | 42 | 12,386 | 15 | 20,168 |
| 54 | 63 | 14,400 | 72 | 3,358 | 53 | 14,795 |
| 55 | 69 | 10,800 | 73 | 3,353 | 22 | 18,840 |
| 56 | 38 | 41,000 | 39 | 12,824 | 13 | $ 20,380 |
| 57 | 70 | 10,400 | 69 | 3,857 | 28 | 18,088 |
| 58 | 44 | 33,800 | 41 | 12,473 | 43 | 16,681 |
| 59 | 62 | 14,900 | 62 | 5,035 | 33 | 17,414 |
| 60 | 45 | 33,400 | 42 | 11,523 | 47 | 15,654 |
| 61 | 19 | 58,100 | 22 | 18,197 | 48 | $ 15,535 |
| 62 | 65 | 13,300 | 64 | 4,761 | 18 | 19,635 |
| 63 | 52 | 25,400 | 49 | 9,429 | 27 | 18,100 |
| 64 | 53 | 23,800 | 53 | 8,056 | 12 | 20,493 |
| 65 | 50 | 26,400 | 51 | 8,655 | 11 | 20,559 |
| 66 | 27 | 46,200 | 23 | 18,171 | 29 | $ 17,884 |
| 67 | 19 | 58,100 | 26 | 16,561 | 44 | 16,300 |
| 68 | 6 | 83,500 | 16 | 20,326 | 62 | 13,235 |
| 69 | 25 | 51,800 | 25 | 17,187 | 57 | 14,432 |
| 70 | 31 | 45,000 | 38 | 12,994 | 3 | 22,749 |
| 71 | 13 | 65,400 | 17 | 19,947 | 26 | $ 18,182 |
| 72 | 51 | 25,900 | 52 | 8,068 | 1 | 25,432 |
| 73 | 42 | 35,000 | 48 | 10,034 | 16 | 19,804 |
| 74 | 55 | 23,200 | 57 | 6,811 | 4 | 21,840 |
| 75 | 47 | 30,600 | 50 | 9,125 | 8 | 21,215 |
| 76 | 75 | 6,000 | 70 | 3,626 | | d.n.a. |

< less than
d.n.a. - data not available

SOURCES: Population - City of Chicago, Department of Planning, City and Community Development;
Households - Sun-Times Estimates;
Household Income - National Planning Data Corporation.

## PROJECTED POPULATION AND HOUSEHOLDS OF THE 76 CHICAGO COMMUNITY AREAS

- 2000 -

Showing population and number of households ... with Community Areas ranked in descending order, for each measure.

| Community Number | Rank | Population | Rank | Households |
|---|---|---|---|---|
| 1 | 18 | 57,100 | 9 | 27,100 |
| 2 | 13 | 66,600 | 10 | 25,800 |
| 3 | 1 | 128,100 | 1 | 62,400 |
| 4 | 30 | 44,800 | 23 | 19,100 |
| 5 | 41 | 36,600 | 35 | 14,500 |
| 6 | 3 | 111,600 | 2 | 54,800 |
| 7 | 14 | 66,500 | 6 | 31,200 |
| 8 | 5 | 91,000 | 3 | 48,200 |
| 9 | 67 | 12,700 | 65 | 4,500 |
| 10 | 40 | 40,100 | 38 | 13,900 |
| 11 | 49 | 26,400 | 47 | 10,000 |
| 12 | 57 | 19,600 | 57 | 6,800 |
| 13 | 61 | 15,700 | 62 | 5,400 |
| 14 | 34 | 43,700 | 29 | 16,500 |
| 15 | 16 | 59,700 | 13 | 22,800 |
| 16 | 25 | 50,500 | 18 | 20,500 |
| 17 | 36 | 42,800 | 34 | 14,600 |
| 18 | 70 | 11,000 | 68 | 4,100 |
| 19 | 22 | 53,800 | 17 | 20,900 |
| 20 | 60 | 18,200 | 56 | 7,000 |
| 21 | 45 | 32,700 | 40 | 12,800 |
| 22 | 7 | 79,600 | 7 | 29,500 |
| 23 | 12 | 66,700 | 15 | 21,900 |
| 24 | 4 | 106,000 | 5 | 35,700 |
| 25 | 2 | 120,000 | 4 | 43,200 |
| 26 | 31 | 44,600 | 44 | 12,000 |
| 27 | 26 | 48,000 | 37 | 14,100 |
| 28 | 8 | 79,400 | 12 | 23,800 |
| 29 | 6 | 88,600 | 14 | 22,600 |
| 30 | 20 | 56,300 | 25 | 18,300 |
| 31 | 27 | 47,600 | 32 | 15,100 |
| 32 | 68 | 12,200 | 53 | 7,700 |
| 33 | 64 | 13,500 | 63 | 5,100 |
| 34 | 68 | 12,200 | 68 | 4,100 |
| 35 | 29 | 45,000 | 24 | 19,000 |
| 36 | 56 | 19,800 | 60 | 5,800 |
| 37 | 75 | 6,500 | 75 | 1,900 |
| 38 | 10 | 75,300 | 11 | 24,100 |
| 39 | 48 | 27,900 | 45 | 11,800 |
| 40 | 35 | 43,000 | 33 | 14,700 |

## PROJECTED POPULATION AND HOUSEHOLDS OF THE 76 CHICAGO COMMUNITY AREAS (Continued)

- 2000 -

| Community Number | Rank | Population | Rank | Households |
|---|---|---|---|---|
| 41 | 42 | 35,400 | 31 | 16,100 |
| 42 | 23 | 52,500 | 19 | 19,900 |
| 43 | 11 | 68,800 | 8 | 29,300 |
| 44 | 32 | 44,300 | 29 | 16,500 |
| 45 | 64 | 13,500 | 67 | 4,200 |
| 46 | 37 | 41,400 | 36 | 14,300 |
| 47 | 76 | 2,800 | 76 | 1,000 |
| 48 | 58 | 18,700 | 58 | 6,000 |
| 49 | 17 | 59,400 | 22 | 19,400 |
| 50 | 72 | 9,900 | 70 | 3,600 |
| 51 | 59 | 18,300 | 61 | 5,600 |
| 52 | 55 | 23,000 | 52 | 7,800 |
| 53 | 38 | 41,300 | 39 | 13,400 |
| 54 | 63 | 14,200 | 72 | 3,400 |
| 55 | 71 | 10,500 | 73 | 3,300 |
| 56 | 39 | 40,200 | 43 | 12,300 |
| 57 | 72 | 9,900 | 70 | 3,600 |
| 58 | 44 | 32,900 | 42 | 12,400 |
| 59 | 62 | 14,600 | 63 | 5,100 |
| 60 | 46 | 32,400 | 46 | 11,500 |
| 61 | 18 | 57,100 | 21 | 19,500 |
| 62 | 66 | 13,000 | 65 | 4,500 |
| 63 | 53 | 24,900 | 50 | 9,400 |
| 64 | 54 | 23,400 | 54 | 7,300 |
| 65 | 50 | 26,000 | 58 | 6,000 |
| 66 | 28 | 45,200 | 26 | 18,200 |
| 67 | 21 | 55,100 | 28 | 16,700 |
| 68 | 9 | 78,100 | 15 | 21,900 |
| 69 | 24 | 50,600 | 27 | 17,700 |
| 70 | 32 | 44,300 | 40 | 12,800 |
| 71 | 15 | 63,700 | 19 | 19,900 |
| 72 | 50 | 26,000 | 51 | 8,500 |
| 73 | 43 | 34,600 | 48 | 9,900 |
| 74 | 52 | 25,100 | 54 | 7,300 |
| 75 | 47 | 32,200 | 48 | 9,900 |
| 76 | 74 | 6,600 | 74 | 2,700 |

SOURCE: City of Chicago, Department of Planning, City and Community Development.

## STANDARD CONSOLIDATED STATISTICAL AREAS

(Showing SMSA components and distribution of population within, and outside of, central cities.)

| Rank | S.C.S.A. Name | S.C.S.A. Total Population | S.M.S.A. COMPONENTS Name | S.M.S.A. COMPONENTS Total Population | CENTRAL CITY Name | CENTRAL CITY Population | Outside Central City Population |
|---|---|---|---|---|---|---|---|
| 1 | New York - Newark - Jersey City, NY-NJ-CT | 16,478,000 | New York, NY - NJ | 9,375,000 | New York | 7,298,000 | 9,180,000 |
| | | | Nassau - Suffolk, NY | 2,695,000 | | | |
| | | | Newark, NJ | 1,965,000 | | | |
| | | | New Brunswick - Perth Amboy - Sayreville, NJ | 594,000 | | | |
| | | | Jersey City, NJ | 564,000 | | | |
| | | | Long Branch - Asbury Park, NJ | 492,000 | | | |
| | | | Paterson - Clifton - Passaic, NJ | 460,000 | | | |
| | | | Stamford, CT | 204,000 | | | |
| | | | Norwalk, CT | 129,000 | | | |
| 2 | Los Angeles - Long Beach - Anaheim, CA | 10,607,000 | Los Angeles - Long Beach, CA | 7,029,000 | Los Angeles | 2,761,000 | 7,846,000 |
| | | | Anaheim - Santa Ana - Garden Grove, CA | 1,799,000 | | | |
| | | | Riverside - San Bernardino - Ontario, CA | 1,312,000 | | | |
| | | | Oxnard - Simi Valley - Ventura, CA | 467,000 | | | |
| 3 | Chicago - Gary, IL - IN | 7,664,000 | Chicago, IL | 7,018,000 | Chicago | 3,063,000 | 4,601,000 |
| | | | Gary - Hammond - East Chicago, IN | 646,000 | | | |
| 4 | Philadelphia - Wilmington - Trenton, PA-DE-NJ-MD | 5,526,000 | Philadelphia, PA - NJ | 4,792,000 | Philadelphia | 1,778,000 | 3,848,000 |
| | | | Wilmington, DE - NJ - MD | 517,000 | | | |
| | | | Trenton, NJ | 317,000 | | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5 | San Francisco - Oakland - San Jose, CA | 4,687,000 | San Francisco - Oakland, CA<br>San Jose, CA<br>Vallejo - Fairfield - Napa, CA | 3,178,000<br>1,216,000<br>293,000 | San Francisco | 655,000 | 4,032,000 |
| 6 | Detroit - Ann Arbor, MI | 4,663,000 | Detroit, MI<br>Ann Arbor, MI | 4,412,000<br>251,000 | Detroit | 1,290,000 | 3,373,000 |
| 7 | Boston - Lawrence - Lowell, MA - NH | 3,522,000 | Boston, MA<br>Lawrence - Haverhill, MA - NH<br>Lowell, MA - NH<br>Brockton, MA | 2,859,000<br>271,000<br>229,000<br>163,000 | Boston | 618,000 | 2,904,000 |
| 8 | Cleveland - Akron - Lorain, OH | 2,872,000 | Cleveland, OH<br>Akron, OH<br>Lorain - Elyria, OH | 1,947,000<br>661,000<br>264,000 | Cleveland | 609,000 | 2,263,000 |
| 9 | Houston - Galveston, TX | 2,697,000 | Houston, TX<br>Galveston - Texas City, TX | 2,503,000<br>194,000 | Houston | 1,555,000 | 1,142,000 |
| 10 | Miami-Fort Lauderdale, FL | 2,308,000 | Miami, FL<br>Fort Lauderdale - Hollywood, FL | 1,440,000<br>868,000 | Miami | 347,000 | 1,961,000 |
| 11 | Seattle - Tacoma, WA | 1,862,000 | Seattle - Everett, WA<br>Tacoma, WA | 1,436,000<br>426,000 | Seattle | 489,000 | 1,373,000 |
| 12 | Cincinnati - Hamilton, OH - KY - IN | 1,625,000 | Cincinnati, OH - KY - IN<br>Hamilton - Middletown, OH | 1,375,000<br>250,000 | Cincinnati | 403,000 | 1,222,000 |
| 13 | Milwaukee - Racine, WI | 1,600,000 | Milwaukee, WI<br>Racine, WI | 1,423,000<br>177,000 | Milwaukee | 653,000 | 947,000 |

SOURCE: Statistical Abstract of the United States - 1979.

## STANDARD METROPOLITAN STATISTICAL AREAS WITH POPULATIONS OF 1,000,000 OR MORE

(Showing distribution of population within, and outside of, central cities.)

| | S.M.S.A. | | Central City | | |
|---|---|---|---|---|---|
| Rank | Name | Total Population | Name | Population | Outside Central City Population |
| 1 | New York, NY - NJ | 9,375,000 | New York | 7,298,000 | 2,077,000 |
| 2 | Los Angeles - Long Beach, CA | 7,029,000 | Total | 3,098,000 | 3,931,000 |
| | | | Los Angeles | (2,761,000) | |
| | | | Long Beach | ( 337,000) | |
| 3 | Chicago, IL | 7,018,000 | Chicago | 3,063,000 | 3,955,000 |
| 4 | Philadelphia, PA - NJ | 4,792,000 | Philadelphia | 1,778,000 | 3,014,000 |
| 5 | Detroit, MI | 4,412,000 | Detroit | 1,290,000 | 3,122,000 |
| 6 | San Francisco - Oakland, CA | 3,178,000 | Total | 987,000 | 2,191,000 |
| | | | San Francisco | ( 655,000) | |
| | | | Oakland | ( 332,000) | |
| 7 | Washington, DC - MD - VA | 3,021,000 | Washington | 685,000 | 2,336,000 |
| 8 | Boston, MA | 2,859,000 | Boston | 618,000 | 2,241,000 |
| 9 | Nassau - Suffolk, NY | 2,695,000 | Valley Stream | 39,000* | 2,656,000 |
| 10 | Dallas - Fort Worth, TX | 2,660,000 | Total | 1,213,000 | 1,447,000 |
| | | | Dallas | ( 845,000) | |
| | | | Fort Worth | ( 368,000) | |
| 11 | Houston, TX | 2,503,000 | Houston | 1,555,000 | 948,000 |
| 12 | St. Louis, MO - IL | 2,387,000 | St. Louis | 518,000 | 1,869,000 |
| 13 | Pittsburgh, PA | 2,299,000 | Pittsburgh | 442,000 | 1,857,000 |
| 14 | Baltimore, MD | 2,145,000 | Baltimore | 804,000 | 1,341,000 |
| 15 | Minneapolis - St. Paul, MN - WI | 2,049,000 | Total | 626,000 | 1,423,000 |
| | | | Minneapolis | ( 360,000) | |
| | | | St. Paul | ( 266,000) | |
| 16 | Newark, NJ | 1,965,000 | Newark | 324,000 | 1,641,000 |

| | | | | | |
|---|---|---|---|---|---|
| 17 | Cleveland, OH | 1,947,000 | Cleveland | 609,000 | 1,338,000 |
| 18 | Atlanta, GA | 1,831,000 | Atlanta | 417,000 | 1,414,000 |
| 19 | Anaheim - Santa Ana - Garden Grove, CA | 1,799,000 | Total | 505,000 | 1,294,000 |
| | | | Anaheim | ( 202,000) | |
| | | | Santa Ana | ( 185,000) | |
| | | | Garden Grove | ( 118,000) | |
| 20 | San Diego, CA | 1,676,000 | San Diego | 800,000 | 876,000 |
| 21 | Denver - Boulder, CO | 1,466,000 | Total | 565,000 | 901,000 |
| | | | Denver | ( 475,000) | |
| | | | Boulder | ( 90,000)* | |
| 22 | Miami, FL | 1,440,000 | Miami | 347,000 | 1,093,000 |
| 23 | Seattle - Everett, WA | 1,436,000 | Total | 545,000 | 891,000 |
| | | | Seattle | ( 489,000) | |
| | | | Everett | ( 56,000)* | |
| 24 | Milwaukee, WI | 1,423,000 | Milwaukee | 653,000 | 770,000 |
| 25 | Tampa - St. Petersburg, FL | 1,380,000 | Total | 502,000 | 878,000 |
| | | | Tampa | ( 265,000) | |
| | | | St. Petersburg | ( 237,000) | |
| 26 | Cincinnati, OH - KY - IN | 1,375,000 | Cincinnati | 403,000 | 972,000 |
| 27 | Buffalo, NY | 1,315,000 | Buffalo | 390,000 | 925,000 |
| 28 | Riverside - San Bernardino - Ontario, CA | 1,312,000 | Total | 329,000 | 983,000 |
| | | | Riverside | ( 155,000) | |
| | | | San Bernardino | ( 102,000) | |
| | | | Ontario | ( 72,000)* | |
| 29 | Kansas City, MO - KS | 1,297,000 | Kansas City | 459,000 | 838,000 |
| 30 | Phoenix, AZ | 1,289,000 | Phoenix | 685,000 | 604,000 |
| 31 | San Jose, CA | 1,216,000 | San Jose | 583,000 | 633,000 |
| 32 | Indianapolis, IN | 1,148,000 | Indianapolis | 705,000 | 443,000 |
| 33 | New Orleans, LA | 1,132,000 | New Orleans | 561,000 | 571,000 |
| 34 | Portland, OR - WA | 1,126,000 | Portland | 384,000 | 742,000 |
| 35 | Columbus, OH | 1,084,000 | Columbus | 532,000 | 552,000 |
| 36 | San Antonio, TX | 1,018,000 | San Antonio | 793,000 | 225,000 |

* Sales Management - 1980 Survey of Buying Power Estimates.

SOURCES: Statistical Abstract of the United States - 1979;
Sales Management - 1980 Survey of Buying Power Estimates.

## ESTIMATED SIZE AND INCOME OF THE 261 SUBURBAN PLACES WITHIN THE CHICAGO SMSA

Showing population, number of households, and median family income . . . with towns ranked, in descending order, for each measure.

| Municipality | Rank | Population | Rank | Number of Households | Median Family Income Rank | Median Family Income Amount |
|---|---|---|---|---|---|---|
| Addison | 32 | 30,100 | 30 | 10,062 | 93 | $ 21,770 |
| Algonquin | 153 | 5,721 | 149 | 2,015 | 125 | 20,030 |
| Alsip | 65 | 18,250 | 66 | 6,390 | 79 | 22,410 |
| Antioch | 166 | 4,606 | 167 | 1,577 | 163 | 17,840 |
| Arlington Heights | 5 | 71,167 | 7 | 23,324 | 20 | 29,990 |
| Aurora | 1 | 82,483 | 3 | 28,130 | 162 | $ 17,850 |
| Bannockburn | 224 | 1,265 | 242 | 207 | d.n.a. | |
| Barrington | 126 | 9,300 | 126 | 3,239 | 40 | 25,860 |
| Barrington Hills | 184 | 3,755 | 189 | 1,116 | 2 | 42,250 |
| Bartlett | 92 | 13,362 | 88 | 4,616 | 82 | 22,350 |
| Batavia | 100 | 13,001 | 93 | 4,509 | 133 | $ 19,800 |
| Bedford Park | 241 | 675 | 241 | 213 | d.n.a. | |
| Beecher | 206 | 2,119 | 207 | 754 | d.n.a. | |
| Bellwood | 58 | 20,445 | 62 | 6,604 | 121 | 20,400 |
| Bensenville | 74 | 16,741 | 70 | 5,844 | 94 | 21,710 |
| Berkeley | 157 | 5,633 | 156 | 1,916 | 81 | $ 22,400 |
| Berwyn | 15 | 47,527 | 12 | 19,971 | 144 | 18,720 |
| Bloomingdale | 93 | 13,329 | 106 | 4,010 | 67 | 23,390 |
| Blue Island | 56 | 21,843 | 41 | 8,577 | 155 | 18,340 |
| Bolingbrook | 18 | 40,373 | 24 | 11,833 | 98 | 21,490 |
| Braidwood | 185 | 3,696 | 187 | 1,166 | d.n.a. | |
| Bridgeview | 85 | 15,033 | 86 | 4,916 | 141 | $ 19,090 |
| Broadview | 128 | 9,050 | 123 | 3,339 | 153 | 18,390 |
| Brookfield | 59 | 20,056 | 53 | 7,483 | 107 | 21,080 |
| Buffalo Grove | 54 | 23,317 | 55 | 7,347 | 47 | 24,960 |
| Bull Valley | 251 | 418 | 253 | 127 | d.n.a. | |
| Burbank | 38 | 28,635 | 40 | 8,651 | 112 | $ 20,740 |
| Burlington | 250 | 439 | 250 | 151 | d.n.a. | |
| Burnham | 180 | 4,063 | 179 | 1,280 | 136 | 19,680 |
| Burr Ridge | 189 | 3,386 | 186 | 1,169 | d.n.a. | |
| Calumet City | 19 | 40,356 | 15 | 15,642 | 109 | $ 20,870 |
| Calumet Park | 127 | 9,155 | 129 | 3,157 | 139 | 19,490 |
| Carol Stream | 76 | 16,470 | 68 | 6,292 | 59 | 24,110 |
| Carpentersville | 53 | 23,412 | 61 | 6,886 | 113 | 20,720 |
| Cary | 141 | 6,791 | 140 | 2,322 | 149 | 18,610 |
| Channahon | 186 | 3,668 | 188 | 1,126 | d.n.a. | |
| Chicago Heights | 24 | 37,699 | 22 | 12,318 | 178 | $ 16,000 |
| Chicago Ridge | 89 | 13,711 | 84 | 5,054 | 104 | 21,180 |
| Cicero | 8 | 62,775 | 4 | 24,663 | 171 | 17,260 |
| Clarendon Hills | 135 | 7,502 | 137 | 2,458 | 25 | 28,520 |

## ESTIMATED SIZE AND INCOME OF 261 SUBURBS (Continued)

| Municipality | Rank | Population | Rank | Number of Households | Median Family Income Rank | Median Family Income Amount |
|---|---|---|---|---|---|---|
| Country Club Hills | 78 | 16,157 | 89 | 4,595 | 38 | $ 25,910 |
| Countryside | 151 | 5,821 | 138 | 2,456 | 118 | 20,520 |
| Crest Hill | 125 | 9,498 | 118 | 3,584 | 160 | 17,880 |
| Crestwood | 109 | 11,126 | 117 | 3,587 | 108 | 20,930 |
| Crete | 150 | 5,850 | 153 | 1,950 | 90 | 21,880 |
| Crystal Lake | 61 | 19,631 | 65 | 6,569 | 85 | $ 22,190 |
| Darien | 81 | 15,492 | 87 | 4,797 | 37 | 26,010 |
| Deer Park | 216 | 1,514 | 218 | 456 | d.n.a. | |
| Deerfield | 68 | 17,792 | 80 | 5,329 | 13 | 31,780 |
| Des Plaines | 13 | 53,024 | 14 | 19,000 | 72 | 22,820 |
| Dixmoor | 178 | 4,087 | 169 | 1,547 | 175 | $ 16,400 |
| Dolton | 43 | 25,509 | 42 | 8,507 | 72 | 22,820 |
| Downers Grove | 22 | 39,773 | 19 | 13,612 | 54 | 24,360 |
| East Chicago Hts. | 156 | 5,684 | 183 | 1,241 | 183 | 13,450 |
| East Dundee | 200 | 2,625 | 200 | 905 | 122 | 20,200 |
| East Hazelcrest | 215 | 1,528 | 213 | 536 | d.n.a. | |
| Elburn | 225 | 1,205 | 222 | 410 | d.n.a. | |
| Elgin | 7 | 63,368 | 6 | 23,470 | 154 | $ 18,350 |
| Elk Grove Village | 33 | 29,980 | 33 | 9,751 | 56 | 24,330 |
| Elmhurst | 14 | 47,880 | 17 | 14,579 | 65 | 23,530 |
| Elmwood Park | 46 | 24,705 | 34 | 9,571 | 116 | $ 20,560 |
| Elwood | 236 | 821 | 235 | 289 | d.n.a. | |
| Evanston | 3 | 79,970 | 2 | 28,234 | 124 | 20,100 |
| Evergreen Park | 55 | 22,283 | 52 | 7,552 | 86 | 22,160 |
| Flossmoor | 132 | 8,553 | 133 | 2,750 | 8 | 36,080 |
| Forest Park | 80 | 15,499 | 50 | 7,592 | 128 | $ 19,990 |
| Forest View | 234 | 945 | 236 | 274 | d.n.a. | |
| Fox Lake | 136 | 7,389 | 130 | 3,072 | 170 | 17,320 |
| Fox River Grove | 201 | 2,492 | 199 | 923 | d.n.a. | |
| Fox Rvr Vly Grdns | 247 | 517 | 248 | 170 | d.n.a. | |
| Frankfort | 170 | 4,474 | 178 | 1,320 | d.n.a. | |
| Franklin Park | 64 | 18,621 | 66 | 6,390 | 119 | $ 20,510 |
| Geneva | 119 | 10,276 | 115 | 3,686 | 71 | 22,860 |
| Gilberts | 252 | 384 | 251 | 138 | d.n.a. | |
| Glen Ellyn | 44 | 25,482 | 39 | 8,740 | 26 | 28,270 |
| Glencoe | 121 | 9,790 | 125 | 3,266 | 3 | $ 41,950 |
| Glendale Heights | 50 | 23,724 | 54 | 7,463 | 35 | 26,210 |
| Glenview | 34 | 29,883 | 37 | 9,175 | 22 | 29,860 |
| Glenwood | 114 | 10,854 | 120 | 3,442 | 43 | 25,560 |
| Godley | 254 | 364 | 255 | 107 | d.n.a. | |
| Golf | 249 | 481 | 247 | 171 | d.n.a. | |
| Grayslake | 161 | 5,249 | 159 | 1,895 | 75 | $ 22,570 |
| Green Oaks | 218 | 1,464 | 223 | 404 | d.n.a. | |
| Gurnee | 143 | 6,596 | 139 | 2,452 | 88 | 22,000 |
| Hainesville | 258 | 195 | 259 | 53 | d.n.a. | |

ESTIMATED SIZE AND INCOME OF 261 SUBURBS (Continued)

| Municipality | Rank | Population | Rank | Number of Households | Median Family Income Rank | Median Family Income Amount |
|---|---|---|---|---|---|---|
| Hampshire | 211 | 1,767 | 211 | 597 | d.n.a. | |
| Hanover Park | 31 | 30,500 | 36 | 9,230 | 64 | $ 23,570 |
| Harvard | 160 | 5,280 | 151 | 1,985 | 159 | 17,940 |
| Harvey | 26 | 36,787 | 25 | 11,175 | 177 | 16,110 |
| Harwood Heights | 129 | 8,958 | 119 | 3,568 | 104 | 21,180 |
| Hawthorn Woods | 214 | 1,618 | 217 | 469 | d.n.a. | |
| Hazel Crest | 98 | 13,036 | 96 | 4,419 | 50 | $ 24,600 |
| Hebron | 239 | 778 | 234 | 293 | d.n.a. | |
| Hickory Hills | 88 | 14,011 | 92 | 4,524 | 100 | 21,290 |
| Highland Park | 30 | 30,875 | 28 | 10,246 | 15 | 31,000 |
| Highwood | 149 | 5,097 | 145 | 2,165 | 174 | $ 16,600 |
| Hillside | 131 | 8,680 | 128 | 3,173 | 63 | 23,640 |
| Hinsdale | 75 | 16,588 | 72 | 5,772 | 23 | 29,710 |
| Hodgkins | 208 | 2,090 | 201 | 882 | d.n.a. | |
| Hoffman Estates | 25 | 37,292 | 23 | 12,194 | 30 | 27,280 |
| Holiday Hills | 238 | 788 | 239 | 225 | d.n.a. | |
| Hometown | 159 | 5,313 | 154 | 1,939 | 152 | $ 18,400 |
| Homewood | 62 | 19,405 | 59 | 7,131 | 38 | 25,910 |
| Huntley | 213 | 1,635 | 212 | 561 | d.n.a. | |
| Indian Creek | 256 | 286 | 257 | 70 | d.n.a. | |
| Indian Head Park | 195 | 2,789 | 191 | 1,077 | d.n.a. | |
| Inverness | 187 | 3,600 | 184 | 1,203 | d.n.a. | |
| Island Lake | 202 | 2,387 | 205 | 774 | d.n.a. | |
| Itasca | 144 | 6,406 | 141 | 2,280 | 76 | $ 22,510 |
| Joliet | 2 | 80,636 | 1 | 28,449 | 169 | 17,530 |
| Justice | 115 | 10,757 | 109 | 3,921 | 144 | $ 18,720 |
| Kenilworth | 198 | 2,706 | 203 | 820 | 1 | 42,950 |
| Kildeer | 221 | 1,336 | 216 | 481 | d.n.a. | |
| La Grange | 77 | 16,362 | 73 | 5,719 | 32 | 26,600 |
| La Grange Park | 90 | 13,585 | 81 | 5,270 | 58 | 24,200 |
| Lake Barrington | 203 | 2,385 | 202 | 837 | d.n.a. | |
| Lake Bluff | 167 | 4,573 | 168 | 1,556 | 19 | $ 30,110 |
| Lake Forest | 73 | 16,802 | 83 | 5,200 | 10 | 34,040 |
| Lake-in-the-Hills | 152 | 5,766 | 164 | 1,691 | 129 | 19,850 |
| Lake Villa | 223 | 1,267 | 220 | 424 | d.n.a. | |
| Lake Zurich | 133 | 8,547 | 135 | 2,716 | 87 | $ 22,020 |
| Lakemoor | 240 | 761 | 237 | 268 | d.n.a. | |
| Lakewood | 222 | 1,280 | 226 | 388 | d.n.a. | |
| Lansing | 37 | 28,687 | 29 | 10,155 | 74 | 22,650 |
| Lemont | 155 | 5,696 | 150 | 1,995 | 150 | 18,600 |
| Libertyville | 70 | 17,518 | 79 | 5,404 | 36 | $ 26,110 |
| Lincolnshire | 174 | 4,352 | 182 | 1,247 | 6 | 39,250 |
| Lincolnwood | 106 | 11,897 | 103 | 4,087 | 11 | 32,560 |
| Lindenhurst | 142 | 6,670 | 161 | 1,879 | 66 | 23,410 |
| Lisle | 84 | 15,124 | 78 | 5,550 | 52 | 24,440 |

ESTIMATED SIZE AND INCOME OF 261 SUBURBS (Continued)

| Municipality | Rank | Population | Rank | Number of Households | Median Family Income Rank | Median Family Income Amount |
|---|---|---|---|---|---|---|
| Lockport | 130 | 8,925 | 122 | 3,358 | 135 | $ 19,700 |
| Lombard | 23 | 38,759 | 20 | 13,002 | 59 | 24,110 |
| Long Grove | 212 | 1,675 | 214 | 488 | d.n.a. | |
| Lynwood | 177 | 4,128 | 177 | 1,336 | d.n.a. | |
| Lyons | 118 | 10,356 | 104 | 4,077 | 138 | 19,620 |
| Manhattan | 209 | 1,930 | 209 | 670 | d.n.a. | |
| Maple Park | 243 | 643 | 240 | 215 | d.n.a. | |
| Marengo | 172 | 4,405 | 165 | 1,647 | 156 | $ 18,210 |
| Markham | 86 | 14,806 | 110 | 3,876 | 146 | 18,700 |
| Matteson | 117 | 10,511 | 124 | 3,283 | 49 | 24,770 |
| Maywood | 35 | 29,610 | 43 | 8,473 | 173 | $ 16,650 |
| McCook | 255 | 306 | 252 | 137 | d.n.a. | |
| McCullom Lake | 227 | 1,181 | 225 | 395 | d.n.a. | |
| McHenry | 108 | 11,148 | 105 | 4,045 | 140 | 19,170 |
| McHenry Shores | 232 | 1,066 | 231 | 325 | d.n.a. | |
| Melrose Park | 57 | 21,115 | 47 | 8,047 | 143 | $ 18,760 |
| Merrionette Park | 207 | 2,091 | 197 | 955 | d.n.a. | |
| Mettawa | 253 | 366 | 254 | 120 | d.n.a. | |
| Midlothian | 87 | 14,399 | 90 | 4,542 | 115 | 20,600 |
| Minooka | 245 | 610 | 245 | 193 | d.n.a. | |
| Mokena | 169 | 4,501 | 171 | 1,516 | d.n.a. | |
| Monee | 235 | 899 | 227 | 358 | d.n.a. | |
| Montgomery | 191 | 3,092 | 192 | 1,054 | 114 | $ 20,650 |
| Morton Grove | 48 | 24,255 | 46 | 8,112 | 29 | 27,370 |
| Mount Prospect | 10 | 57,268 | 13 | 19,881 | 28 | 27,490 |
| Mundelein | 66 | 18,236 | 71 | 5,800 | 61 | $ 24,060 |
| Naperville | 17 | 40,457 | 21 | 12,581 | 21 | 29,890 |
| New Lenox | 154 | 5,715 | 155 | 1,917 | 123 | 20,130 |
| Niles | 29 | 31,083 | 27 | 10,393 | 70 | 23,020 |
| Norridge | 82 | 15,459 | 82 | 5,236 | 62 | 24,040 |
| North Aurora | 158 | 5,434 | 152 | 1,957 | 147 | $ 18,640 |
| North Barrington | 219 | 1,453 | 219 | 452 | d.n.a. | |
| North Chicago | 21 | 39,980 | 58 | 7,280 | 181 | 13,940 |
| North Riverside | 137 | 6,962 | 131 | 2,967 | 83 | 22,280 |
| Northbrook | 28 | 31,481 | 32 | 9,773 | 9 | 35,120 |
| Northfield | 148 | 6,191 | 148 | 2,110 | 12 | $ 32,100 |
| Northlake | 103 | 12,356 | 100 | 4,259 | 120 | 20,460 |
| Oak Brook | 139 | 6,815 | 157 | 1,903 | 5 | 39,820 |
| Oak Forest | 41 | 26,277 | 51 | 7,565 | 101 | 21,280 |
| Oak Lawn | 9 | 60,522 | 11 | 20,639 | 51 | 24,540 |
| Oak Park | 11 | 56,559 | 8 | 23,158 | 131 | $ 19,830 |
| Oakbrook Terrace | 204 | 2,263 | 190 | 1,084 | d.n.a. | |
| Oakwood Hills | 217 | 1,499 | 215 | 482 | d.n.a. | |
| Old Mill Creek | 260 | 158 | 260 | 50 | d.n.a. | |
| Olympia Fields | 171 | 4,430 | 181 | 1,248 | 4 | 41,120 |

ESTIMATED SIZE AND INCOME OF 261 SUBURBS (Continued)

| Municipality | Rank | Population | Rank | Number of Households | Median Family Income Rank | Median Family Income Amount |
|---|---|---|---|---|---|---|
| Orland Park | 42 | 25,550 | 60 | 6,981 | 27 | $ 27,780 |
| Palatine | 27 | 32,366 | 26 | 10,707 | 34 | 26,350 |
| Palos Heights | 111 | 11,096 | 127 | 3,207 | 18 | 30,420 |
| Palos Hills | 72 | 17,019 | 74 | 5,684 | 78 | 22,490 |
| Palos Park | 190 | 3,296 | 193 | 1,032 | 16 | 30,970 |
| Park City | 182 | 3,872 | 163 | 1,698 | 180 | $ 15,120 |
| Park Forest | 39 | 26,822 | 35 | 9,245 | 54 | 24,360 |
| Park Forest South | 138 | 6,824 | 142 | 2,252 | d.n.a. | |
| Park Ridge | 20 | 40,033 | 18 | 14,010 | 33 | 26,540 |
| Peotone | 199 | 2,659 | 196 | 974 | d.n.a. | |
| Phoenix | 193 | 3,012 | 195 | 978 | 179 | $ 15,420 |
| Pingree Grove | 259 | 182 | 258 | 63 | d.n.a. | |
| Plainfield | 183 | 3,825 | 176 | 1,354 | 125 | 20,030 |
| Posen | 163 | 4,851 | 166 | 1,580 | 131 | 19,830 |
| Prairie Grove | 242 | 670 | 244 | 196 | d.n.a. | |
| Prospect Heights | 102 | 12,540 | 85 | 4,937 | d.n.a. | |
| Richmond | 231 | 1,112 | 224 | 403 | d.n.a. | |
| Richton Park | 110 | 11,105 | 108 | 3,924 | 68 | $ 23,250 |
| River Forest | 101 | 12,611 | 102 | 4,129 | 14 | 31,070 |
| River Grove | 112 | 11,063 | 94 | 4,495 | 109 | 20,870 |
| Riverdale | 94 | 13,217 | 77 | 5,577 | 133 | $ 19,800 |
| Riverside | 123 | 9,542 | 116 | 3,629 | 42 | 25,570 |
| Riverwoods | 194 | 2,824 | 204 | 814 | d.n.a. | |
| Robbins | 122 | 9,763 | 134 | 2,730 | 182 | 13,630 |
| Rockdale | 210 | 1,923 | 208 | 723 | d.n.a. | |
| Rolling Meadows | 60 | 19,857 | 57 | 7,284 | 79 | $ 22,410 |
| Romeoville | 83 | 15,132 | 107 | 3,951 | 101 | 21,280 |
| Roselle | 71 | 17,288 | 76 | 5,592 | 31 | 27,120 |
| Rosemont | 168 | 4,535 | 147 | 2,120 | 167 | 17,680 |
| Round Lake | 197 | 2,708 | 198 | 928 | d.n.a. | |
| Round Lake Beach | 96 | 13,088 | 113 | 3,692 | 165 | $ 17,750 |
| Round Lake Heights | 230 | 1,166 | 229 | 347 | d.n.a. | |
| Round Lake Park | 181 | 4,000 | 180 | 1,277 | 172 | 16,720 |
| St. Charles | 63 | 18,625 | 64 | 6,580 | 69 | 23,120 |
| Sauk Village | 113 | 11,030 | 132 | 2,880 | 97 | 21,580 |
| Schaumburg | 12 | 54,500 | 10 | 22,165 | 53 | $ 24,380 |
| Schiller Park | 99 | 13,028 | 91 | 4,531 | 137 | 19,650 |
| Shorewood | 165 | 4,615 | 173 | 1,407 | d.n.a. | |
| Skokie | 6 | 64,047 | 9 | 23,034 | 44 | 25,400 |
| Sleepy Hollow | 205 | 2,147 | 210 | 641 | d.n.a. | |
| South Barrington | 226 | 1,203 | 232 | 320 | d.n.a. | |
| South Chicago Hts. | 176 | 4,143 | 170 | 1,531 | 160 | $ 17,880 |
| South Elgin | 146 | 6,341 | 160 | 1,884 | 164 | 17,810 |
| South Holland | 45 | 25,320 | 49 | 7,621 | 46 | 25,110 |
| Spring Grove | 246 | 566 | 246 | 175 | d.n.a. | |

ESTIMATED SIZE AND INCOME OF 261 SUBURBS (Continued)

| Municipality | Rank | Population | Rank | Number of Households | Median Family Income Rank | Median Family Income Amount |
|---|---|---|---|---|---|---|
| Steger | 124 | 9,534 | 121 | 3,368 | 158 | $ 17,980 |
| Stickney | 140 | 6,804 | 143 | 2,200 | 125 | 20,030 |
| Stone Park | 175 | 4,322 | 175 | 1,372 | 157 | 17,990 |
| Streamwood | 49 | 23,991 | 63 | 6,591 | 92 | 21,790 |
| Sugar Grove | 220 | 1,449 | 221 | 414 | d.n.a. | |
| Summit | 116 | 10,695 | 114 | 3,688 | 176 | $ 16,120 |
| Sunnyside | 236 | 821 | 238 | 240 | d.n.a. | |
| Sunrise Ridge | 233 | 954 | 232 | 320 | d.n.a. | |
| Symerton | 261 | 138 | 261 | 41 | d.n.a. | |
| Third Lake | 256 | 286 | 256 | 96 | d.n.a. | |
| Thornton | 192 | 3,030 | 194 | 1,010 | 130 | $ 19,840 |
| Tinley Park | 40 | 26,651 | 44 | 8,388 | 142 | 18,780 |
| Tower Lakes | 228 | 1,176 | 230 | 340 | d.n.a. | |
| Union | 244 | 630 | 243 | 204 | d.n.a. | |
| Vernon Hills | 120 | 9,960 | 111 | 3,762 | d.n.a. | |
| Villa Park | 51 | 23,517 | 48 | 7,826 | 89 | $ 21,900 |
| Wadsworth | 229 | 1,175 | 228 | 349 | d.n.a. | |
| Warrenville | 134 | 7,892 | 136 | 2,620 | 96 | 21,640 |
| Wauconda | 145 | 6,376 | 144 | 2,187 | 95 | 21,700 |
| Waukegan | 4 | 73,452 | 5 | 24,393 | 148 | 18,630 |
| Wayne | 248 | 493 | 249 | 152 | d.n.a. | |
| West Chicago | 104 | 12,002 | 101 | 4,134 | 91 | $ 21,810 |
| West Dundee | 188 | 3,574 | 174 | 1,380 | 117 | 20,540 |
| Westchester | 67 | 17,881 | 69 | 6,224 | 84 | 22,220 |
| Western Springs | 97 | 13,076 | 98 | 4,328 | 17 | 30,595 |
| Westhaven | 196 | 2,783 | 206 | 771 | d.n.a. | |
| Westmont | 79 | 16,095 | 56 | 7,293 | 98 | $ 21,440 |
| Wheaton | 16 | 46,065 | 16 | 15,054 | 48 | 24,800 |
| Wheeling | 52 | 23,506 | 38 | 9,098 | 56 | 24,330 |
| Willow Springs | 173 | 4,355 | 172 | 1,455 | 103 | 21,240 |
| Willowbrook | 162 | 4,962 | 146 | 2,139 | d.n.a. | |
| Wilmette | 36 | 29,323 | 31 | 10,000 | 24 | $ 29,140 |
| Wilmington | 164 | 4,790 | 162 | 1,707 | 168 | 17,590 |
| Winfield | 179 | 4,086 | 185 | 1,200 | 45 | 25,350 |
| Winnetka | 91 | 13,405 | 95 | 4,462 | 7 | 38,450 |
| Winthrop Harbor | 147 | 6,331 | 158 | 1,899 | 106 | $ 21,090 |
| Wood Dale | 95 | 13,113 | 112 | 3,738 | 76 | 22,510 |
| Woodridge | 47 | 24,346 | 45 | 8,302 | 41 | 25,730 |
| Woodstock | 107 | 11,611 | 97 | 4,390 | 150 | 18,600 |
| Worth | 105 | 11,929 | 99 | 4,322 | 111 | 20,820 |
| Zion | 69 | 17,723 | 75 | 5,595 | 166 | $ 17,700 |

d.n.a. - data not available

SOURCES: Population & Households - Northeastern Illinois Planning Commission;
Median Family Income - Pierre de Vise, College of Urban Sciences, University of Illinois - Chicago Circle.

## PROJECTED POPULATION AND HOUSEHOLDS OF THE 261 SUBURBAN PLACES WITHIN THE CHICAGO SMSA

- 2000 -

Showing population and number of households ... with towns ranked in descending order, for each measure.

| Municipality | Rank | Population | Rank | Number of Households |
|---|---|---|---|---|
| Addison | 31 | 39,100 | 36 | 12,860 |
| Algonquin | 93 | 17,700 | 101 | 6,200 |
| Alsip | 77 | 20,400 | 59 | 9,620 |
| Antioch | 142 | 10,000 | 141 | 3,760 |
| Arlington Heights | 7 | 83,700 | 7 | 31,100 |
| Aurora | 1 | 150,800 | 1 | 51,770 |
| Bannockburn | 229 | 1,800 | 245 | 300 |
| Barrington | 115 | 14,200 | 119 | 5,180 |
| Barrington Hills | 189 | 5,000 | 191 | 1,820 |
| Bartlett | 76 | 20,700 | 93 | 6,780 |
| Batavia | 88 | 18,800 | 86 | 7,220 |
| Bedford Park | 250 | 500 | 250 | 210 |
| Beecher | 216 | 2,800 | 209 | 1,190 |
| Bellwood | 102 | 15,700 | 91 | 6,860 |
| Bensenville | 80 | 19,900 | 89 | 6,910 |
| Berkeley | 189 | 5,000 | 182 | 2,170 |
| Berwyn | 22 | 49,000 | 15 | 21,120 |
| Bloomingdale | 38 | 35,000 | 70 | 8,440 |
| Blue Island | 90 | 18,700 | 62 | 9,030 |
| Bolingbrook | 20 | 51,900 | 21 | 17,770 |
| Braidwood | 185 | 5,300 | 189 | 1,920 |
| Bridgeview | 96 | 16,800 | 85 | 7,370 |
| Broadview | 163 | 7,800 | 150 | 3,380 |
| Brookfield | 94 | 17,600 | 82 | 7,600 |
| Buffalo Grove | 26 | 42,300 | 27 | 14,990 |
| Bull Valley | 240 | 1,000 | 241 | 350 |
| Burbank | 65 | 24,000 | 61 | 9,200 |
| Burlington | 255 | 400 | 254 | 150 |
| Burnham | 204 | 3,700 | 200 | 1,440 |
| Burr Ridge | 165 | 7,400 | 171 | 2,570 |
| Calumet City | 33 | 37,700 | 25 | 16,320 |
| Calumet Park | 145 | 9,700 | 149 | 3,450 |
| Carol Stream | 41 | 33,900 | 39 | 12,380 |
| Carpentersville | 40 | 34,100 | 48 | 10,960 |
| Cary | 95 | 17,500 | 104 | 6,020 |
| Channahon | 151 | 9,000 | 159 | 2,940 |
| Chicago Heights | 34 | 37,200 | 31 | 14,400 |
| Chicago Ridge | 99 | 16,000 | 103 | 6,050 |
| Cicero | 13 | 57,300 | 10 | 24,810 |
| Clarendon Hills | 155 | 8,600 | 160 | 2,880 |

## PROJECTED POPULATION AND HOUSEHOLDS OF 261 SUBURBS - 2000 - (Continued)

| Municipality | Rank | Population | Rank | Number of Households |
|---|---|---|---|---|
| Country Club Hills | 72 | 21,600 | 98 | 6,340 |
| Countryside | 173 | 6,600 | 152 | 3,210 |
| Crest Hill | 123 | 13,000 | 110 | 5,710 |
| Crestwood | 105 | 15,200 | 95 | 6,550 |
| Crete | 137 | 10,600 | 135 | 4,170 |
| Crystal Lake | 28 | 40,800 | 34 | 14,010 |
| Darien | 55 | 27,500 | 53 | 10,130 |
| Deer Park | 229 | 1,800 | 222 | 770 |
| Deerfield | 86 | 19,000 | 108 | 5,830 |
| Des Plaines | 14 | 56,700 | 16 | 21,000 |
| Dixmoor | 202 | 3,900 | 197 | 1,620 |
| Dolton | 80 | 19,900 | 68 | 8,580 |
| Downers Grove | 15 | 56,300 | 17 | 19,690 |
| East Chicago Hts. | 181 | 5,900 | 193 | 1,670 |
| East Dundee | 183 | 5,600 | 186 | 2,040 |
| East Hazelcrest | 231 | 1,700 | 228 | 620 |
| Elburn | 205 | 3,500 | 203 | 1,360 |
| Elgin | 3 | 96,000 | 2 | 39,040 |
| Elk Grove Village | 24 | 44,500 | 28 | 14,980 |
| Elmhurst | 19 | 52,000 | 26 | 16,260 |
| Elmwood Park | 74 | 21,400 | 52 | 10,190 |
| Elwood | 240 | 1,000 | 239 | 360 |
| Evanston | 8 | 75,100 | 8 | 29,060 |
| Evergreen Park | 75 | 20,900 | 67 | 8,710 |
| Flossmoor | 129 | 12,000 | 132 | 4,390 |
| Forest Park | 103 | 15,600 | 83 | 7,480 |
| Forest View | 247 | 800 | 244 | 310 |
| Fox Lake | 132 | 11,100 | 125 | 4,560 |
| Fox River Grove | 179 | 6,000 | 184 | 2,080 |
| Fox Rvr Vly Grdns | 240 | 1,000 | 239 | 360 |
| Frankfort | 144 | 9,800 | 154 | 3,160 |
| Franklin Park | 108 | 14,900 | 97 | 6,450 |
| Geneva | 99 | 16,000 | 115 | 5,330 |
| Gilberts | 244 | 900 | 241 | 350 |
| Glen Ellyn | 42 | 33,300 | 44 | 11,600 |
| Glencoe | 141 | 10,300 | 134 | 4,210 |
| Glendale Heights | 54 | 27,700 | 56 | 9,770 |
| Glenview | 21 | 50,000 | 18 | 19,200 |
| Glenwood | 70 | 22,000 | 65 | 8,800 |
| Godley | 256 | 300 | 257 | 130 |
| Golf | 250 | 500 | 253 | 170 |
| Grayslake | 105 | 15,200 | 106 | 5,950 |
| Green Oaks | 222 | 2,300 | 225 | 670 |
| Gurnee | 78 | 20,000 | 75 | 8,130 |
| Hainesville | 258 | 200 | 260 | 60 |

PROJECTED POPULATION AND HOUSEHOLDS
OF 261 SUBURBS - 2000 - (Continued)

| Municipality | Rank | Population | Rank | Number of Households |
|---|---|---|---|---|
| Hampshire | 209 | 3,300 | 210 | 1,050 |
| Hanover Park | 37 | 35,200 | 38 | 12,410 |
| Harvard | 150 | 9,300 | 153 | 3,180 |
| Harvey | 36 | 35,600 | 45 | 11,480 |
| Harwood Heights | 149 | 9,400 | 143 | 3,730 |
| Hawthorn Woods | 212 | 3,000 | 217 | 970 |
| Hazel Crest | 68 | 22,100 | 79 | 8,030 |
| Hebron | 238 | 1,100 | 238 | 370 |
| Hickory Hills | 108 | 14,900 | 113 | 5,520 |
| Highland Park | 39 | 34,600 | 37 | 12,570 |
| Highwood | 184 | 5,500 | 181 | 2,200 |
| Hillside | 158 | 8,500 | 146 | 3,530 |
| Hinsdale | 83 | 19,600 | 88 | 6,930 |
| Hodgkins | 212 | 3,000 | 205 | 1,300 |
| Hoffman Estates | 12 | 58,100 | 14 | 22,600 |
| Holiday Hills | 244 | 900 | 245 | 300 |
| Hometown | 192 | 4,600 | 188 | 1,970 |
| Homewood | 67 | 22,200 | 58 | 9,650 |
| Huntley | 220 | 2,400 | 220 | 820 |
| Indian Creek | 250 | 500 | 256 | 140 |
| Indian Head Park | 203 | 3,800 | 195 | 1,650 |
| Inverness | 191 | 4,800 | 198 | 1,600 |
| Island Lake | 167 | 7,200 | 174 | 2,450 |
| Itasca | 127 | 12,400 | 135 | 4,170 |
| Joliet | 4 | 90,800 | 6 | 33,610 |
| Justice | 111 | 14,700 | 92 | 6,840 |
| Kenilworth | 210 | 3,100 | 218 | 930 |
| Kildeer | 227 | 1,900 | 224 | 740 |
| La Grange | 111 | 14,700 | 102 | 6,120 |
| La Grange Park | 125 | 12,800 | 113 | 5,520 |
| Lake Barrington | 194 | 4,500 | 202 | 1,370 |
| Lake Bluff | 155 | 8,600 | 160 | 2,880 |
| Lake Forest | 68 | 22,100 | 81 | 7,800 |
| Lake-in-the-Hills | 161 | 8,300 | 163 | 2,850 |
| Lake Villa | 187 | 5,200 | 184 | 2,080 |
| Lake Zurich | 99 | 16,000 | 110 | 5,710 |
| Lakemoor | 240 | 1,000 | 241 | 350 |
| Lakewood | 234 | 1,500 | 233 | 510 |
| Lansing | 48 | 30,800 | 35 | 13,300 |
| Lemont | 167 | 7,200 | 155 | 3,140 |
| Libertyville | 50 | 29,100 | 57 | 9,760 |
| Lincolnshire | 139 | 10,500 | 148 | 3,470 |
| Lincolnwood | 134 | 10,900 | 137 | 4,140 |
| Lindenhurst | 147 | 9,500 | 165 | 2,840 |
| Lisle | 45 | 31,900 | 42 | 12,010 |

PROJECTED POPULATION AND HOUSEHOLDS
OF 261 SUBURBS - 2000 - (Continued)

| Municipality | Rank | Population | Rank | Number of Households |
|---|---|---|---|---|
| Lockport | 91 | 18,600 | 100 | 6,210 |
| Lombard | 18 | 52,600 | 20 | 18,170 |
| Long Grove | 218 | 2,500 | 221 | 800 |
| Lynwood | 194 | 4,500 | 190 | 1,880 |
| Lyons | 143 | 9,900 | 133 | 4,300 |
| Manhattan | 217 | 2,600 | 216 | 990 |
| Maple Park | 247 | 800 | 248 | 280 |
| Marengo | 175 | 6,500 | 179 | 2,220 |
| Markham | 118 | 13,800 | 129 | 4,540 |
| Matteson | 78 | 20,000 | 77 | 8,100 |
| Maywood | 56 | 27,100 | 54 | 10,080 |
| McCook | 256 | 300 | 254 | 150 |
| McCullom Lake | 231 | 1,700 | 230 | 600 |
| McHenry | 59 | 26,000 | 63 | 8,920 |
| McHenry Shores | 212 | 3,000 | 214 | 1,020 |
| Melrose Park | 84 | 19,500 | 71 | 8,430 |
| Merrionette Park | 223 | 2,200 | 215 | 1,000 |
| Mettawa | 250 | 500 | 251 | 180 |
| Midlothian | 110 | 14,800 | 116 | 5,310 |
| Minooka | 250 | 500 | 251 | 180 |
| Mokena | 130 | 11,500 | 138 | 4,050 |
| Monee | 225 | 2,000 | 223 | 750 |
| Montgomery | 178 | 6,100 | 176 | 2,280 |
| Morton Grove | 62 | 25,000 | 55 | 9,940 |
| Mount Prospect | 10 | 61,300 | 9 | 25,790 |
| Mundelein | 63 | 24,500 | 64 | 8,880 |
| Naperville | 2 | 97,800 | 5 | 34,250 |
| New Lenox | 122 | 13,200 | 126 | 4,640 |
| Niles | 43 | 33,000 | 33 | 14,140 |
| Norridge | 114 | 14,300 | 105 | 6,000 |
| North Aurora | 153 | 8,700 | 147 | 3,520 |
| North Barrington | 223 | 2,200 | 229 | 620 |
| North Chicago | 30 | 40,000 | 72 | 8,370 |
| North Riverside | 169 | 7,100 | 156 | 3,120 |
| Northbrook | 32 | 38,800 | 32 | 14,310 |
| Northfield | 146 | 9,600 | 145 | 3,550 |
| Northlake | 131 | 11,300 | 131 | 4,460 |
| Oak Brook | 139 | 10,500 | 158 | 2,970 |
| Oak Forest | 51 | 29,000 | 47 | 10,990 |
| Oak Lawn | 17 | 56,000 | 12 | 23,530 |
| Oak Park | 16 | 56,200 | 11 | 24,040 |
| Oakbrook Terrace | 163 | 7,800 | 151 | 3,370 |
| Oakwood Hills | 231 | 1,700 | 232 | 590 |
| Old Mill Creek | 258 | 200 | 258 | 70 |
| Olympia Fields | 166 | 7,300 | 187 | 2,000 |

PROJECTED POPULATION AND HOUSEHOLDS
OF 261 SUBURBS - 2000 - (Continued)

| Municipality | Rank | Population | Rank | Number of Households |
|---|---|---|---|---|
| Orland Park | 25 | 43,500 | 23 | 16,610 |
| Palatine | 23 | 44,600 | 22 | 17,410 |
| Palos Heights | 119 | 13,700 | 123 | 4,690 |
| Palos Hills | 84 | 19,500 | 84 | 7,460 |
| Palos Park | 210 | 3,100 | 211 | 1,040 |
| Park City | 185 | 5,300 | 175 | 2,330 |
| Park Forest | 53 | 28,400 | 46 | 11,170 |
| Park Forest South | 88 | 18,800 | 90 | 6,880 |
| Park Ridge | 27 | 41,200 | 29 | 14,870 |
| Peotone | 205 | 3,500 | 201 | 1,390 |
| Phoenix | 212 | 3,000 | 213 | 1,030 |
| Pingree Grove | 258 | 200 | 258 | 70 |
| Plainfield | 107 | 15,000 | 107 | 5,900 |
| Posen | 182 | 5,700 | 178 | 2,260 |
| Prairie Grove | 237 | 1,200 | 236 | 400 |
| Prospect Heights | 117 | 14,000 | 99 | 6,240 |
| Richmond | 175 | 6,500 | 179 | 2,220 |
| Richton Park | 97 | 16,600 | 96 | 6,480 |
| River Forest | 121 | 13,300 | 127 | 4,630 |
| River Grove | 136 | 10,800 | 124 | 4,680 |
| Riverdale | 124 | 12,900 | 112 | 5,580 |
| Riverside | 155 | 8,600 | 144 | 3,720 |
| Riverwoods | 200 | 4,000 | 207 | 1,280 |
| Robbins | 153 | 8,700 | 157 | 3,100 |
| Rockdale | 218 | 2,500 | 219 | 920 |
| Rolling Meadows | 73 | 21,500 | 60 | 9,310 |
| Romeoville | 70 | 22,000 | 94 | 6,560 |
| Roselle | 66 | 23,500 | 80 | 7,830 |
| Rosemont | 192 | 4,600 | 183 | 2,160 |
| Round Lake | 177 | 6,200 | 169 | 2,620 |
| Round Lake Beach | 98 | 16,100 | 118 | 5,190 |
| Round Lake Heights | 208 | 3,400 | 211 | 1,040 |
| Round Lake Park | 162 | 7,900 | 169 | 2,620 |
| St. Charles | 47 | 31,800 | 40 | 12,330 |
| Sauk Village | 103 | 15,600 | 122 | 4,700 |
| Schaumburg | 6 | 84,200 | 3 | 38,730 |
| Schiller Park | 132 | 11,100 | 121 | 4,830 |
| Shorewood | 158 | 8,500 | 163 | 2,850 |
| Skokie | 9 | 61,500 | 13 | 23,300 |
| Sleepy Hollow | 197 | 4,300 | 205 | 1,300 |
| South Barrington | 225 | 2,000 | 230 | 600 |
| South Chicago Hts. | 200 | 4,000 | 192 | 1,700 |
| South Elgin | 137 | 10,600 | 142 | 3,750 |
| South Holland | 58 | 26,700 | 69 | 8,500 |
| Spring Grove | 238 | 1,100 | 237 | 390 |

PROJECTED POPULATION AND HOUSEHOLDS
OF 261 SUBURBS - 2000 - (Continued)

| Municipality | Rank | Population | Rank | Number of Households |
|---|---|---|---|---|
| Steger | 134 | 10,900 | 128 | 4,570 |
| Stickney | 172 | 6,800 | 176 | 2,280 |
| Stone Park | 196 | 4,400 | 204 | 1,340 |
| Streamwood | 44 | 32,000 | 50 | 10,740 |
| Sugar Grove | 187 | 5,200 | 193 | 1,670 |
| Summit | 147 | 9,500 | 140 | 3,780 |
| Sunnyside | 205 | 3,500 | 208 | 1,200 |
| Sunrise Ridge | 227 | 1,900 | 225 | 670 |
| Symerton | 258 | 200 | 260 | 60 |
| Third Lake | 244 | 900 | 245 | 300 |
| Thornton | 198 | 4,200 | 196 | 1,640 |
| Tinley Park | 29 | 40,700 | 30 | 14,650 |
| Tower Lakes | 234 | 1,500 | 234 | 500 |
| Union | 249 | 700 | 249 | 250 |
| Vernon Hills | 86 | 19,000 | 74 | 8,260 |
| Villa Park | 63 | 24,500 | 78 | 8,060 |
| Wadsworth | 234 | 1,500 | 235 | 470 |
| Warrenville | 115 | 14,200 | 120 | 5,020 |
| Wauconda | 169 | 7,100 | 162 | 2,870 |
| Waukegan | 5 | 88,500 | 4 | 36,940 |
| Wayne | 220 | 2,400 | 227 | 650 |
| West Chicago | 45 | 31,900 | 49 | 10,900 |
| West Dundee | 158 | 8,500 | 166 | 2,830 |
| Westchester | 92 | 18,500 | 75 | 8,130 |
| Western Springs | 125 | 12,800 | 130 | 4,500 |
| Westhaven | 151 | 9,000 | 167 | 2,800 |
| Westmont | 57 | 26,900 | 43 | 11,940 |
| Wheaton | 11 | 59,600 | 19 | 18,950 |
| Wheeling | 35 | 37,000 | 24 | 16,520 |
| Willow Springs | 199 | 4,100 | 199 | 1,550 |
| Willowbrook | 173 | 6,600 | 168 | 2,640 |
| Wilmette | 52 | 28,700 | 51 | 10,250 |
| Wilmington | 179 | 6,000 | 172 | 2,550 |
| Winfield | 120 | 13,500 | 139 | 3,930 |
| Winnetka | 113 | 14,500 | 109 | 5,770 |
| Winthrop Harbor | 171 | 7,000 | 173 | 2,500 |
| Wood Dale | 82 | 19,700 | 87 | 7,060 |
| Woodridge | 49 | 29,900 | 41 | 12,040 |
| Woodstock | 60 | 25,700 | 66 | 8,750 |
| Worth | 128 | 12,200 | 117 | 5,260 |
| Zion | 61 | 25,100 | 73 | 8,310 |

SOURCE: Northeastern Illinois Planning Commission Estimates.

## ESTIMATED SIZE AND INCOME OF THE 29 INCORPORATED PLACES WITHIN THE GARY-HAMMOND-EAST CHICAGO SMSA

Showing population, number of households, and median family income ... with towns ranked in descending order, for each measure.

| Municipality | Rank | Population | Rank | Number of Households | Median Family Income Rank | Median Family Income Amount |
|---|---|---|---|---|---|---|
| Beverly Shores | 27 | 976 | d.n.a. | | d.n.a. | |
| Burns Harbor | 25 | 1,499 | 25 | 386 | d.n.a. | |
| Cedar Lake | 15 | 8,166 | 17 | 2,165 | 14 | $ 18,290 |
| Chesterton | 16 | 7,308 | 14 | 3,093 | 12 | 18,820 |
| Crown Point | 11 | 15,456 | 11 | 4,251 | 4 | 21,830 |
| Dune Acres | 29 | 334 | d.n.a. | | d.n.a. | |
| Dyer | 13 | 9,352 | 16 | 2,417 | 3 | $ 22,560 |
| East Chicago | 3 | 42,478 | 3 | 15,505 | 18 | 15,440 |
| Gary | 1 | 159,412 | 1 | 54,374 | 17 | 15,740 |
| Griffith | 10 | 17,290 | 8 | 6,217 | 11 | 18,890 |
| Hammond | 2 | 102,027 | 2 | 35,661 | 15 | $ 18,000 |
| Hebron | 22 | 2,448 | 22 | 505 | d.n.a. | |
| Highland | 5 | 26,245 | 4 | 8,355 | 9 | 19,400 |
| Hobart | 8 | 22,294 | 6 | 7,800 | 5 | 21,740 |
| Kouts | 23 | 1,880 | 24 | 418 | d.n.a. | |
| Lake Station | 12 | 15,405 | 13 | 3,145 | 16 | $ 17,640 |
| Lowell | 18 | 5,639 | 18 | 1,459 | 10 | 19,220 |
| Merrillville | 4 | 29,031 | 5 | 7,825 | d.n.a. | |
| Munster | 9 | 20,191 | 7 | 6,876 | 1 | 25,220 |
| New Chicago | 21 | 2,509 | 21 | 639 | d.n.a. | |
| Ogden Dunes | 24 | 1,609 | 23 | 423 | d.n.a. | |
| Pines | 26 | 1,188 | d.n.a. | | d.n.a. | |
| Portage | 6 | 24,451 | 10 | 5,070 | 6 | $ 19,930 |
| Porter | 19 | 3,098 | 19 | 897 | 7 | 19,690 |
| St. John | 20 | 2,921 | 20 | 749 | d.n.a. | |
| Schererville | 14 | 8,847 | 12 | 3,671 | 2 | $ 24,410 |
| Schneider | 28 | 429 | d.n.a. | | d.n.a. | |
| Valparaiso | 7 | 22,497 | 9 | 5,872 | 8 | 19,650 |
| Whiting | 17 | 7,017 | 15 | 2,459 | 13 | 18,540 |

d.n.a. - data not available

SOURCES: Population - Northwestern Indiana Regional Planning Commission;
Households - Sun-Times Estimates;
Median Family Income - Pierre de Vise, College of Urban Sciences, University of Illinois - Chicago Circle.

## ECONOMIC INDICATORS

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

| Year | Marriages | Recorded Births | Deaths | New Car Sales* |
|---|---|---|---|---|
| 1960 | 51,809 | 152,525 | 61,139 | 323,199 |
| 1961 | 52,129 | 152,394 | 60,868 | 276,988 |
| 1962 | 51,144 | 149,164 | 61,951 | 334,930 |
| 1963 | 54,825 | 146,007 | 63,612 | 358,171 |
| 1964 | 57,365 | 144,437 | 63,252 | 361,023 |
| 1965 | 58,627 | 136,180 | 64,509 | 448,056 |
| 1966 | 60,179 | 132,199 | 66,334 | 421,389 |
| 1967 | 61,593 | 128,616 | 65,557 | 395,695 |
| 1968 | 66,050 | 125,983 | 67,766 | 431,611 |
| 1969 | 68,756 | 127,555 | 65,960 | 437,222 |
| 1970 | 67,965 | 133,701 | 66,531 | 383,000 |
| 1971 | 68,079 | 126,530 | 65,063 | 471,204 |
| 1972 | 68,823 | 114,237 | 66,446 | 500,197 |
| 1973 | 70,198 | 108,174 | 66,285 | 532,236 |
| 1974 | 67,099 | 107,281 | 63,433 | 456,111 |
| 1975 | 65,056 | 107,290 | 60,795 | 385,403 |
| 1976 | 63,975 | 108,258 | 61,681 | 473,067 |
| 1977 | 63,110 | 112,105 | 60,804 | 514,913 |
| 1978 | 62,936 | 110,505 | 60,216 | 482,053 |
| 1979 | 64,668 | 117,167 | 60,291 | 443,696 |

(*) Chicago-Gary SCSA

## RESIDENTIAL BUILDING PERMITS*

| Year | Number of Units: Single Family Homes | Apartments | Public Housing | Total |
|---|---|---|---|---|
| 1960 | 26,113 | 12,388 | 5,372 | 43,873 |
| 1961 | 24,415 | 16,366 | 4,183 | 44,964 |
| 1962 | 22,037 | 19,748 | 1,017 | 42,802 |
| 1963 | 19,737 | 18,314 | 1,463 | 39,514 |
| 1964 | 18,866 | 17,520 | 1,100 | 37,486 |
| 1965 | 21,172 | 19,201 | 204 | 40,577 |
| 1966 | 18,395 | 19,042 | 1,117 | 38,554 |
| 1967 | 21,879 | 25,398 | 939 | 48,216 |
| 1968 | 23,679 | 33,020 | 1,505 | 58,204 |
| 1969 | 18,396 | 30,425 | 2,610 | 51,431 |
| 1970 | 14,470 | 23,386 | 346 | 38,202 |
| 1971 | 25,788 | 36,981 | 192 | 62,961 |
| 1972** | 24,163 | 33,320 | - | 57,483 |
| 1973 | 19,564 | 23,391 | - | 42,955 |
| 1974 | 11,617 | 10,738 | - | 22,355 |
| 1975 | 14,938 | 8,626 | - | 23,564 |
| 1976 | 24,631 | 12,576 | - | 37,207 |
| 1977 | 32,787 | 17,154 | - | 49,941 |
| 1978 | 29,073 | 16,993 | - | 46,066 |
| 1979 | 13,437 | 13,734 | - | 27,171 |

(*) Chicago-Gary SCSA
(**) Public Housing Included in Totals for Single Family and/or Apartments Since 1971.

SOURCES: Marriages, Births and Deaths . . . Dept. of Public Health, State of Illinois;
New Car Sales . . . Chicago Assn. of Commerce & Industry;
Building Permits . . . Bell Savings & Loan Assn.

METEOROLOGICAL DATA FOR A TYPICAL CHICAGO YEAR

Normals, Means and Extremes

(O'Hare International Airport)*

| Months | TEMPERATURE | | | | Daily Avg. Temp. | Avg. Wind Speed (M.P.H.) |
|---|---|---|---|---|---|---|
| | Highs | | Lows | | | |
| | Avg. | Rec. | Avg. | Rec. | | |
| January | 31.1 | 61 | 14.7 | -20 | 22.9 | 11.6 |
| February | 34.3 | 71 | 17.8 | -17 | 26.1 | 11.6 |
| March | 44.6 | 80 | 26.7 | - 8 | 35.7 | 11.8 |
| April | 59.4 | 91 | 38.2 | 13 | 48.8 | 12.1 |
| May | 69.7 | 93 | 47.0 | 24 | 58.4 | 10.6 |
| June | 79.1 | 97 | 57.0 | 36 | 68.1 | 9.2 |
| July | 83.1 | 102 | 60.7 | 40 | 71.9 | 8.1 |
| August | 82.3 | 96 | 59.9 | 41 | 71.1 | 8.2 |
| September | 75.4 | 99 | 52.0 | 28 | 63.7 | 8.7 |
| October | 65.5 | 91 | 42.0 | 19 | 53.8 | 9.9 |
| November | 48.3 | 78 | 30.1 | 1 | 39.2 | 11.0 |
| December | 35.0 | 67 | 19.2 | -17 | 27.1 | 11.0 |
| Total Year | 59.0 | 102 | 38.8 | -20 | 48.9 | 10.3 |

* Chicago's Official Weather Station Effective January 17, 1980.

T - Trace (Less than 0.01 inch)

SOURCES: United States Department of Commerce: Local Climatological Data.

METEOROLOGICAL DATA FOR A TYPICAL CHICAGO YEAR

Normals, Means and Extremes

(O'Hare International Airport*)

| PRECIPITATION | | WEATHER CONDITIONS | | | | | |
|---|---|---|---|---|---|---|---|
| Water Equivalent (In.) | Snowfall (In.) | Clear Days | Partly Cloudy Days | Cloudy Days | Precipitation Days | 90° Days | Below 0 Days |
| 1.70 | 11.3 | 7 | 6 | 18 | 11 | 0 | 8 |
| 1.30 | 7.5 | 6 | 6 | 16 | 10 | 0 | 3 |
| 2.52 | 7.2 | 5 | 9 | 17 | 13 | 0 | 0 |
| 3.38 | 1.7 | 6 | 8 | 16 | 12 | 0 | 0 |
| 3.41 | 0.1 | 7 | 10 | 14 | 11 | 1 | 0 |
| 4.15 | 0.0 | 8 | 11 | 11 | 10 | 4 | 0 |
| 3.46 | 0.0 | 9 | 13 | 9 | 10 | 5 | 0 |
| 2.73 | 0.0 | 9 | 12 | 10 | 9 | 4 | 0 |
| 3.01 | T | 9 | 10 | 11 | 10 | 2 | 0 |
| 2.32 | 0.4 | 9 | 9 | 13 | 9 | 0 | 0 |
| 2.10 | 2.1 | 6 | 7 | 17 | 10 | 0 | 0 |
| 1.64 | 9.4 | 6 | 6 | 19 | 11 | 0 | 2 |
| 31.72 | 39.7 | 87 | 107 | 171 | 126 | 16 | 13 |

RETAIL SALES -- YEAR 1979

COOK COUNTY COMPARED WITH CHICAGO SMSA TOTAL

| Business Classification | Sales ($000's) Cook County | Balance of SMSA | Total SMSA |
|---|---|---|---|
| Total Retail Sales | $21,758,843 | $8,549,807 | $30,308,650 |
| % of Total SMSA | 71.8% | 28.2% | 100.0% |
| All Food Stores | $ 4,272,784 | $1,539,281 | $ 5,812,065 |
| % of Total SMSA | 73.5% | 26.5% | 100.0% |
| Supermarkets | $ 3,969,175 | $1,479,682 | $ 5,448,857 |
| % of Total SMSA | 72.8% | 27.2% | 100.0% |
| Eating & Drinking Places | $ 2,257,371 | $ 706,257 | $ 2,963,628 |
| % of Total SMSA | 76.2% | 23.8% | 100.0% |
| All General Merchandise Stores | $ 2,926,717 | $ 992,044 | $ 3,918,761 |
| % of Total SMSA | 74.7% | 25.3% | 100.0% |
| Department Stores | $ 2,671,170 | $ 886,276 | $ 3,557,446 |
| % of Total SMSA | 75.1% | 24.9% | 100.0% |
| Apparel & Accessory Stores | $ 1,503,645 | $ 364,945 | $ 1,868,590 |
| % of Total SMSA | 80.5% | 19.5% | 100.0% |

(Continued on Page 56)

RETAIL SALES -- YEAR 1979

CHICAGO SMSA COMPARED WITH ILLINOIS TOTAL

| Business Classification | Sales ($000's) Chicago SMSA | Balance of State | Total Illinois |
|---|---|---|---|
| Total Retail Sales | $30,308,650 | $17,104,495 | $47,413,145 |
| % of Total State | 63.9% | 36.1% | 100.0% |
| All Food Stores | $ 5,812,065 | $ 3,627,531 | $ 9,439,596 |
| % of Total State | 61.6% | 38.4% | 100.0% |
| Supermarkets | $ 5,448,857 | $ 3,453,660 | $ 8,902,517 |
| % of Total State | 61.2% | 38.8% | 100.0% |
| Eating & Drinking Places | $ 2,963,628 | $ 1,456,777 | $ 4,420,405 |
| % of Total State | 67.0% | 33.0% | 100.0% |
| All General Merchandise Stores | $ 3,918,761 | $ 2,062,833 | $ 5,981,594 |
| % of Total State | 65.5% | 34.5% | 100.0% |
| Department Stores | $ 3,557,446 | $ 1,627,086 | $ 5,184,532 |
| % of Total State | 68.6% | 31.4% | 100.0% |
| Apparel & Accessory Stores | $ 1,868,590 | $ 665,314 | $ 2,533,904 |
| % of Total State | 73.7% | 26.3% | 100.0% |

(Continued on Page 57)

RETAIL SALES -- YEAR 1979

COOK COUNTY COMPARED WITH CHICAGO SMSA TOTAL

(Continued)

| Business Classification | Sales ($000's) Cook County | Balance of SMSA | Total SMSA |
|---|---|---|---|
| All Furniture/Home Furnishings/Appliance Stores | $ 988,026 | $ 376,528 | $ 1,364,554 |
| % of Total SMSA | 72.4% | 27.6% | 100.0% |
| Furniture & Home Furnishings Only | $ 607,468 | $ 232,874 | $ 840,342 |
| % of Total SMSA | 72.3% | 27.7% | 100.0% |
| Automotive Dealers | $ 3,662,492 | $ 1,949,996 | $ 5,612,488 |
| % of Total SMSA | 65.3% | 34.7% | 100.0% |
| Gasoline Service Stations | $ 1,568,312 | $ 696,042 | $ 2,264,354 |
| % of Total SMSA | 69.3% | 30.7% | 100.0% |
| Building Materials & Hardware Dealers | $ 677,113 | $ 531,112 | $ 1,208,225 |
| % of Total SMSA | 56.0% | 44.0% | 100.0% |
| Drug Stores | $ 835,474 | $ 273,904 | $ 1,109,378 |
| % of Total SMSA | 75.3% | 24.7% | 100.0% |
| All Other | $ 3,066,909 | $ 1,119,698 | $ 4,186,607 |
| % of Total SMSA | 73.3% | 26.7% | 100.0% |

SOURCE: Sales Management - 1980 Survey of Buying Power Estimates.

RETAIL SALES -- YEAR 1979

CHICAGO SMSA COMPARED WITH ILLINOIS TOTAL

(Continued)

| Business Classification | Sales ($000's) Chicago SMSA | Balance of State | Total Illinois |
|---|---|---|---|
| All Furniture/Home Furnishings/Appliance Stores | $ 1,364,554 | $ 713,656 | $ 2,078,210 |
| % of Total State | 65.7% | 34.3% | 100.0% |
| Furniture & Home Furnishings Only | $ 840,342 | $ 417,325 | $ 1,257,667 |
| % of Total State | 66.8% | 33.2% | 100.0% |
| Automotive Dealers | $ 5,612,488 | $ 3,660,813 | $ 9,273,301 |
| % of Total State | 60.5% | 39.5% | 100.0% |
| Gasoline Service Stations | $ 2,264,354 | $ 1,591,095 | $ 3,855,449 |
| % of Total State | 58.7% | 41.3% | 100.0% |
| Building Materials & Hardware Dealers | $ 1,208,225 | $ 1,298,130 | $ 2,506,355 |
| % of Total State | 48.2% | 51.8% | 100.0% |
| Drug Stores | $ 1,109,378 | $ 489,598 | $ 1,598,976 |
| % of Total State | 69.4% | 30.6% | 100.0% |
| All Other | $ 4,186,607 | $ 1,538,748 | $ 5,725,355 |
| % of Total State | 73.1% | 26.9% | 100.0% |

SOURCE: Sales Management - 1980 Survey of Buying Power Estimates.

NUMBER OF RETAIL ESTABLISHMENTS BY DESIGNATED CLASSIFICATION
FOR CHICAGO SMSA COMMUNITIES - 1977

(25,000 or more population)

| LOCATION | Number of Establishments | General Merchandise | Food | Apparel | Furniture & Radio | Automotive & Filling Stations |
|---|---|---|---|---|---|---|
| CHICAGO | 20,254 | 466 | 2,809 | 1,929 | 1,197 | 1,849 |
| Addison | 181 | 5 | 21 | 11 | 18 | 25 |
| Arlington Heights | 346 | 6 | 24 | 23 | 35 | 54 |
| Aurora | 706 | 16 | 65 | 96 | 70 | 119 |
| Berwyn | 386 | 11 | 40 | 26 | 23 | 55 |
| Bolingbrook | 128 | 3 | 17 | 10 | 10 | 10 |
| Burbank | 118 | 1 | 13 | 6 | 10 | 22 |
| Calumet City | 332 | 7 | 24 | 37 | 19 | 41 |
| Chicago Heights | 291 | 7 | 32 | 13 | 18 | 60 |
| Cicero | 463 | 17 | 63 | 21 | 21 | 57 |
| Des Plaines | 414 | 7 | 36 | 34 | 21 | 78 |
| Dolton | 141 | 4 | 15 | 12 | 10 | 16 |
| Downers Grove | 264 | 9 | 22 | 26 | 30 | 35 |
| Elgin | 446 | 11 | 31 | 32 | 39 | 89 |
| Elk Grove Village | 123 | 2 | 15 | 8 | 12 | 18 |
| Elmhurst | 300 | 7 | 24 | 23 | 19 | 46 |
| Evanston | 579 | 13 | 49 | 53 | 62 | 63 |
| Glen Ellyn | 204 | 3 | 25 | 19 | 21 | 29 |
| Glenview | 179 | 3 | 12 | 9 | 17 | 24 |
| Hanover Park | 115 | 4 | 8 | 15 | 9 | 10 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Harvey | 205 | 3 | 21 | 10 | 7 | 49 |
| Highland Park | 310 | 9 | 21 | 39 | 31 | 43 |
| Hoffman Estates | 103 | 3 | 10 | 7 | 6 | 16 |
| Joliet | 691 | 19 | 70 | 42 | 52 | 118 |
| Lansing | 182 | 3 | 16 | 13 | 21 | 35 |
| Lombard | 347 | 9 | 24 | 53 | 42 | 48 |
| Maywood | 108 | 1 | 16 | 2 | 5 | 26 |
| Mount Prospect | 333 | 11 | 34 | 42 | 40 | 36 |
| Naperville | 257 | 5 | 18 | 26 | 29 | 33 |
| Niles | 315 | 9 | 32 | 50 | 23 | 30 |
| North Chicago | 99 | 0 | 6 | 2 | 2 | 17 |
| Northbrook | 307 | 3 | 19 | 70 | 31 | 24 |
| Oak Forest | 101 | 2 | 11 | 3 | 9 | 15 |
| Oak Lawn | 351 | 15 | 34 | 28 | 35 | 66 |
| Oak Park | 403 | 12 | 44 | 45 | 40 | 47 |
| Orland Park | 196 | 4 | 10 | 46 | 16 | 20 |
| Palatine | 191 | 8 | 15 | 16 | 17 | 27 |
| Park Forest | 103 | 3 | 8 | 11 | 11 | 4 |
| Park Ridge | 234 | 6 | 22 | 34 | 14 | 33 |
| Schaumburg | 448 | 11 | 46 | 95 | 49 | 49 |
| Skokie | 653 | 22 | 54 | 111 | 62 | 66 |
| South Holland | 153 | 0 | 16 | 17 | 9 | 39 |
| Tinley Park | 160 | 4 | 16 | 20 | 17 | 26 |
| Waukegan | 594 | 15 | 45 | 85 | 52 | 87 |
| Wheaton | 239 | 6 | 24 | 21 | 20 | 33 |
| Wilmette | 256 | 5 | 23 | 27 | 34 | 31 |

SOURCES: Northeastern Illinois Planning Commission;
U.S. Census of Retail Trade - 1977.

ESTIMATED GROSS RETAIL SALES BY DESIGNATED CLASSIFICATION
FOR CHICAGO SMSA COMMUNITIES - 1979

(25,000 or more population)

| LOCATION | Total Sales (000) | General Merchandise (000) | Food (000) | Apparel (000) | Furniture & Radio (000) | Automotive & Filling Stations (000) |
|---|---|---|---|---|---|---|
| CHICAGO | $12,336,569 | $1,455,464 | $1,746,659 | $662,822 | $427,927 | $2,164,283 |
| Addison | 232,030 | 30,892 | 34,952 | 2,438 | 1,775 | 22,199 |
| Arlington Heights | 350,484 | 31,516 | 56,579 | 5,332 | 19,539 | 112,923 |
| Aurora | 550,573 | 91,372 | 73,433 | 38,007 | 23,888 | 135,681 |
| Berwyn | 177,763 | 17,466 | 21,356 | 9,182 | 7,179 | 46,736 |
| Bolingbrook | 88,552 | 15,394 | 28,696 | 1,283 | 1,758 | 18,534 |
| Burbank | 94,589 | 487 | 13,057 | 1,114 | 17,878 | 11,243 |
| Calumet City | 305,381 | 110,378 | 36,864 | 36,997 | 11,963 | 32,732 |
| Chicago Heights | 265,208 | 20,476 | 31,767 | 2,853 | 4,987 | 97,366 |
| Cicero | 229,840 | 7,618 | 37,336 | 4,201 | 4,241 | 58,687 |
| Des Plaines | 614,036 | 37,669 | 71,522 | 8,765 | 7,992 | 173,322 |
| Dolton | 109,153 | 14,976 | 45,175 | 3,665 | 3,354 | 8,015 |
| Downers Grove | 364,194 | 36,291 | 64,118 | 15,343 | 18,640 | 86,911 |
| Elgin | 399,998 | 54,518 | 67,547 | 11,058 | 12,567 | 95,379 |
| Elk Grove Village | 457,013 | 7,877 | 20,055 | 2,028 | 3,701 | 106,840 |
| Elmhurst | 462,880 | 13,332 | 48,181 | 7,713 | 5,748 | 212,029 |
| Evanston | 301,902 | 24,836 | 54,791 | 14,229 | 13,882 | 84,489 |
| Glen Ellyn | 145,029 | 2,890 | 33,693 | 5,191 | 8,648 | 48,248 |
| Glenview | 155,847 | 1,781 | 45,553 | 5,058 | 4,586 | 39,534 |
| Hanover Park | 106,992 | 17,937 | 42,297 | 3,628 | 2,480 | 9,034 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Harvey | 160,820 | 5,719 | 10,646 | 1,700 | 1,463 | 74,922 |
| Highland Park | 221,689 | 12,057 | 39,053 | 14,166 | 9,432 | 80,757 |
| Hoffman Estates | 95,147 | 7,490 | 28,864 | 4,447 | 936 | 15,168 |
| Joliet | 535,402 | 73,173 | 89,995 | 26,984 | 16,468 | 148,012 |
| Lansing | 113,765 | 15,127 | 8,816 | 2,631 | 5,558 | 28,454 |
| Lombard | 338,360 | 82,434 | 30,173 | 35,100 | 25,393 | 68,164 |
| Maywood | 69,758 | 1,118 | 20,421 | 412 | 321 | 24,504 |
| Mount Prospect | 290,077 | 66,630 | 45,008 | 29,701 | 14,175 | 36,387 |
| Naperville | 216,721 | 13,684 | 53,900 | 7,011 | 4,822 | 50,312 |
| Niles | 379,005 | 63,755 | 60,340 | 22,485 | 20,333 | 63,900 |
| North Chicago | 59,386 | 602 | 5,642 | 221 | 187 | 4,005 |
| Northbrook | 263,105 | 37,797 | 33,922 | 36,788 | 19,348 | 48,315 |
| Oak Forest | 79,640 | 1,276 | 24,707 | 315 | 3,353 | 21,719 |
| Oak Lawn | 407,666 | 42,629 | 78,088 | 15,288 | 13,884 | 150,204 |
| Oak Park | 216,081 | 17,730 | 45,989 | 16,601 | 12,863 | 57,678 |
| Orland Park | 248,080 | 76,775 | 10,328 | 32,612 | 12,287 | 56,632 |
| Palatine | 198,215 | 13,841 | 48,838 | 4,081 | 6,557 | 29,987 |
| Park Forest | 85,589 | 33,899 | 28,245 | 2,260 | 1,517 | 2,201 |
| Park Ridge | 200,487 | 2,839 | 48,011 | 6,228 | 3,506 | 102,470 |
| Schaumburg | 687,877 | 150,865 | 51,445 | 72,203 | 51,779 | 181,941 |
| Skokie | 520,437 | 120,902 | 55,642 | 59,689 | 19,495 | 92,001 |
| South Holland | 133,397 | 4,603 | 25,753 | 5,011 | 2,307 | 47,202 |
| Tinley Park | 147,763 | 23,218 | 42,671 | 4,933 | 5,392 | 30,616 |
| Waukegan | 435,276 | 63,625 | 66,400 | 22,997 | 21,243 | 118,247 |
| Wheaton | 131,286 | 6,392 | 30,370 | 7,815 | 7,462 | 44,193 |
| Wilmette | 119,363 | 16,495 | 24,631 | 5,581 | 8,283 | 24,554 |

SOURCES: Northeastern Illinois Planning Commission;
State of Illinois Department of Revenue.

Again in 1979, among the Nation's

TOP TWO MARKETS

Chicago Rates First in . . . . . .

. . . Income per household

. . . Total Retail Sales per household

. . . Food Store Sales per household

. . . General Merchandise Store Sales per household

. . . Drug Store Sales per household

. . . Building Material/Hardware Store Sales per household

. . . Furniture/Home Furnishings/Appliance Store Sales per household

. . . Automotive Dealer Sales per household

. . . Gasoline Service Station Sales per household

. . . Apparel & Accessory Store Sales per household

| | Standard Metropolitan Statistical Area | |
|---|---|---|
| | New York | Chicago |
| Population | 9,266,300 | 6,998,400 |
| Households | 3,628,500 | 2,442,500 |
| **Effective Buying Income** | | |
| Total (000) | $75,109,800 | $61,441,498 |
| Per Household | $ 20,700 | $ 25,155 |
| **Retail Sales** | | |
| Total Retail Sales (000) | $29,025,355 | $30,308,650 |
| Per Household | $ 7,999 | $ 12,409 |
| Food Stores (000) | $ 7,191,143 | $ 5,812,065 |
| Per Household | $ 1,982 | $ 2,380 |
| General Merchandise Stores (000) | $ 3,993,065 | $ 3,918,761 |
| Per Household | $ 1,100 | $ 1,604 |
| Drug Stores (000) | $ 825,440 | $ 1,109,578 |
| Per Household | $ 227 | $ 454 |
| Building Material/Hardware Stores (000) | $ 698,812 | $ 1,208,225 |
| Per Household | $ 193 | $ 495 |
| Furniture/Home Furnishings/ Appliance Stores (000) | $ 1,440,687 | $ 1,364,554 |
| Per Household | $ 397 | $ 559 |
| Automotive Dealer Sales (000) | $ 3,052,644 | $ 5,612,488 |
| Per Household | $ 841 | $ 2,298 |
| Gasoline Service Station Sales (000) | $ 1,368,696 | $ 2,264,354 |
| Per Household | $ 377 | $ 927 |
| Apparel & Accessory Store Sales (000) | $ 2,611,611 | $ 1,868,590 |
| Per Household | $ 720 | $ 765 |

SOURCE: Sales Management - 1980 Survey of Buying Power Estimates.

$5,812,065,000 SPENT IN FOOD STORES

in the Chicago Standard Metropolitan Statistical Area

means that

MORE DOLLARS ARE SPENT IN

FOOD STORES ALONE

in the CHICAGO SMSA

than are spent

in ALL RETAIL STORES

in the SMSA's of

| | Total Retail Sales* |
|---|---|
| Cincinnati | $5,720,704,000 |
| Portland, OR | $5,496,524,000 |
| Fort Lauderdale-Hollywood | $5,333,105,000 |
| Indianapolis | $5,178,898,000 |
| Buffalo | $4,878,323,000 |
| Columbus, OH | $4,683,962,000 |
| New Orleans | $4,676,187,000 |
| Sacramento | $4,591,234,000 |
| San Antonio | $3,967,566,000 |
| Rochester, NY | $3,956,519,000 |

--- and in all but 29 of the 300 Metropolitan County areas for which Sales Management estimated sales for 1979.

* "Total Retail Sales" includes money spent for new and used automobiles - - - for gasoline - - - for lumber and building supplies, and for everything else you might think of.

SOURCE: Sales Management - 1980 Survey of Buying Power Estimates.

## WHAT HAPPENS TO THE CITY FAMILY'S DOLLAR

Comparing annual cost of three family budget levels in three major markets and urban U.S. averages.

-- AUTUMN, 1979 --

| | Chicago-Northwestern IN | New York-Northeastern NJ | Los Angeles-Long Beach | Urban United States |
|---|---|---|---|---|
| **LOWER BUDGET** | | | | |
| Total Budget | $12,885 | $12,949 | $13,399 | $12,585 |
| Food | 4,058 | 4,195 | 3,900 | 3,911 |
| Housing | 2,430 | 2,410 | 2,866 | 2,409 |
| Transportation | 991 | 847 | 1,077 | 1,004 |
| Clothing and Personal Care | 1,123 | 1,126 | 1,182 | 1,189 |
| Medical Care | 1,253 | 1,209 | 1,491 | 1,171 |
| Other Family Consumption | 613 | 604 | 518 | 550 |
| Personal Income Taxes | 1,080 | 1,190 | 958 | 1,032 |
| Other Allowances* | 1,337 | 1,368 | 1,407 | 1,319 |
| **INTERMEDIATE BUDGET** | | | | |
| Total Budget | $20,564 | $23,856 | $19,871 | $20,517 |
| Food | 5,114 | 5,576 | 4,903 | 5,044 |
| Housing | 4,619 | 5,823 | 4,222 | 4,594 |
| Transportation | 1,928 | 1,710 | 1,948 | 1,851 |
| Clothing and Personal Care | 1,579 | 1,594 | 1,609 | 1,668 |
| Medical Care | 1,254 | 1,211 | 1,495 | 1,176 |
| Other Family Consumption | 1,111 | 1,118 | 963 | 1,021 |
| Personal Income Taxes | 2,811 | 4,458 | 2,641 | 3,031 |
| Other Allowances* | 2,148 | 2,366 | 2,112 | 2,132 |
| **HIGHER BUDGET** | | | | |
| Total Budget | $29,890 | $37,823 | $30,083 | $30,317 |
| Food | 6,514 | 7,058 | 6,442 | 6,360 |
| Housing | 6,800 | 8,978 | 6,631 | 6,971 |
| Transportation | 2,736 | 2,576 | 2,566 | 2,411 |
| Clothing and Personal Care | 2,270 | 2,350 | 2,297 | 2,417 |
| Medical Care | 1,300 | 1,265 | 1,562 | 1,227 |
| Other Family Consumption | 1,826 | 1,846 | 1,579 | 1,684 |
| Personal Income Taxes | 5,544 | 10,689 | 6,101 | 6,357 |
| Other Allowances* | 2,900 | 3,061 | 2,905 | 2,890 |

Family consists of employed husband, a wife not employed outside the home, an 8 year old girl, and a 13 year old boy.

* Allowances for gifts and contributions, life insurance, occupational expenses, and social security, disability and unemployment compensation taxes.

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

## FOOD TAKES LESS OF THE FAMILY'S BUDGET

THE U.S. DEPARTMENT OF LABOR COUNTED FOOD AT ONE-THIRD OF THE CITY WORKER'S COST OF LIVING IN 1950. BY 1979, THE DEPARTMENT PUT THE PORTION REQUIRED FOR FOOD AT 18.7%, AND THIS, IN SPITE OF CHANGES AND REFINEMENTS IN THE PROCESSING AND PACKING OF MANY ITEMS.

Here's the record of the relative importance of major groups used by the Department of Labor in measuring cost of living . . . at the dates of major weight revisions:

Relative Importance of Major Groups of the Consumer Price Index for all Urban Consumers, U.S. City Average, at Dates of Major Weight Revisions:

| Group | 1935-39 | December 1952 | December 1963 | December 1977 |
|---|---|---|---|---|
| All items | 100.0 | a-100.0 | 100.0 | 100.0 |
| Food and Beverages | 35.4 | 29.6 | 22.4 | b- 18.8 |
| Housing | c- 33.7 | a- 32.5 | 33.2 | 43.9 |
| Apparel and Upkeep | d- 11.0 | 9.2 | e- 10.6 | 5.8 |
| Transportation | 8.2 | 11.3 | 13.9 | 18.0 |
| Medical Care | 4.0 | 5.1 | 5.7 | 5.0 |
| Entertainment | - | - | - | 4.1 |
| Other Goods and Services | 2.4 | 5.0 | 5.1 | 4.4 |

a. Including home purchase, previously excluded from index coverage.
b. Including beverages, previously excluded from index coverage.
c. Including radios, transferred to reading and recreation as of January, 1950.
d. Including laundry and dry cleaning, transferred to housing as of December, 1952.
e. Including dry cleaning and one-half the weight of laundry service included in housing in December, 1952.

Note: The Bureau of Labor Statistics reported, however, that the relative importance of the "Food" group, as of December, 1979 was 17.66% . . . comprised of the following:

| | | |
|---|---|---|
| Food and Beverages | | 18.69% |
| Food | | 17.66% |
| Food at home | | 12.20% |
| Cereals & bakery products | 1.52% | |
| Meats, poultry, fish & eggs | 4.19% | |
| Dairy products | 1.64% | |
| Fruits & vegetables | 1.70% | |
| Fats & oils | .35% | |
| Sugar & sweets | .42% | |
| Non-alcoholic beverages | 1.38% | |
| Other prepared foods | 1.01% | |
| Food away from home | | 5.45% |
| Alcoholic Beverages | | 1.03% |

Note: Individual percentages may not equal total due to standard rounding procedure.

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

## WHAT HAPPENED TO PRICES IN CHICAGO

## IN THE LAST 10 YEARS? . . . LAST 5 YEARS? . . . LAST YEAR?

| Product or Service Group | Consumer Price Indexes For All Urban Consumers September of Each Year 1970 | 1975 | 1979 | 1980 | Percent Increase In Past 10 Yrs. | 5 Yrs. | Year |
|---|---|---|---|---|---|---|---|
| All Items | 117.8 | 159.6 | 221.3 | 250.1 | 112.3% | 56.7% | 13.0% |
| * Food | 115.6 | 175.9 | 238.2 | 264.6 | 128.9% | 50.4% | 11.1% |
| Housing | 118.0 | 157.3 | 227.8 | 260.1 | 120.4% | 65.4% | 14.2% |
| Apparel and Upkeep | 117.2 | 139.2 | 151.8 | 160.9 | 37.3% | 15.6% | 6.0% |
| ** Transportation | 119.4 | 156.9 | 222.6 | 256.9 | 115.2% | 63.7% | 15.4% |
| Medical Care | 122.3 | 174.2 | 245.3 | 277.4 | 126.8% | 59.2% | 13.1% |
| *** Food Breakdown** | | | | | | | |
| Food at home | 114.2 | 176.6 | 235.2 | 260.7 | 128.3% | 47.6% | 10.8% |
| Cereals & Bakery Prod. | 113.0 | 182.3 | 228.1 | 256.7 | 127.2% | 40.8% | 12.5% |
| Meats, Poultry, Fish | 117.3 | 190.1 | 233.3 | 266.1 | 126.9% | 40.0% | 14.1% |
| Dairy Products | 110.5 | 148.4 | 208.2 | 224.9 | 103.5% | 51.5% | 8.0% |
| Fruits and Vegetables | 110.3 | 166.0 | 230.3 | 255.8 | 131.9% | 54.1% | 11.1% |
| Other Foods at home | 115.6 | 179.9 | 282.1 | 312.5 | 170.3% | 73.7% | 10.8% |
| Foods away from home | 121.1 | 173.3 | 247.4 | 276.0 | 127.9% | 59.3% | 11.6% |
| **** Transportation Breakdown** | | | | | | | |
| Private Transportation | 112.9 | 155.6 | 224.8 | 258.2 | 128.7% | 65.9% | 14.9% |
| Public Transportation | 159.9 | 165.4 | 195.9 | 239.8 | 50.0% | 45.0% | 22.4% |

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

## CONSUMER PRICE INDEXES FOR ALL URBAN CONSUMERS

## FOR "FOOD AT HOME" AND FOR "ALL ITEMS"

## --CHICAGO* AND U.S. CITY AVERAGE, COMPARED--

Selected Months, and Yearly Averages,
1960-1965-1970-1975-1977-1978-1979-1980

(1967 = 100.0)

| | March | June | Sept. | Dec. | Year Average |
|---|---|---|---|---|---|
| FOOD AT HOME | | | | | |
| Chicago | | | | | |
| 1960 | 87.0 | 90.1 | 89.5 | 90.4 | 89.0 |
| 1965 | 92.7 | 96.3 | 95.5 | 96.9 | 94.7 |
| 1970 | 114.7 | 115.1 | 114.2 | 113.3 | 114.4 |
| 1975 | 173.4 | 172.6 | 176.6 | 181.4 | 175.9 |
| 1977 | 185.0 | 188.9 | 194.3 | 195.7 | 189.4 |
| 1978 | 207.0 | 213.7 | 218.2 | 220.8 | 212.6 |
| 1979 | 232.4 | 236.5 | 235.2 | 241.4 | 234.9 |
| 1980 | 247.5 | 249.9 | 260.7 | | |
| U.S. City Average | | | | | |
| 1960 | 87.9 | 90.2 | 89.9 | 91.0 | 89.6 |
| 1965 | 93.5 | 96.9 | 96.2 | 97.0 | 95.5 |
| 1970 | 113.4 | 114.0 | 114.2 | 113.4 | 113.7 |
| 1975 | 171.4 | 174.9 | 178.2 | 180.9 | 175.8 |
| 1977 | 186.9 | 191.9 | 192.2 | 193.7 | 190.2 |
| 1978 | 204.2 | 213.9 | 214.1 | 217.9 | 210.2 |
| 1979 | 229.9 | 234.2 | 234.7 | 238.7 | 232.9 |
| 1980 | 245.6 | 248.0 | 258.9 | | |
| ALL ITEMS | | | | | |
| Chicago | | | | | |
| 1960 | 90.2 | 90.8 | 91.0 | 91.2 | 90.7 |
| 1965 | 93.9 | 95.0 | 95.1 | 95.8 | 94.7 |
| 1970 | 114.3 | 115.8 | 117.8 | 119.2 | 116.3 |
| 1975 | 155.6 | 156.5 | 159.6 | 161.3 | 157.6 |
| 1977 | 172.4 | 175.1 | 178.5 | 180.0 | 175.6 |
| 1978 | 186.3 | 190.4 | 193.8 | 198.6 | 190.7 |
| 1979 | 206.6 | 213.5 | 221.3 | 228.4 | 214.6 |
| 1980 | 235.5 | 248.2 | 250.1 | | |
| U.S. City Average | | | | | |
| 1960 | 88.0 | 88.7 | 88.8 | 89.3 | 88.7 |
| 1965 | 93.7 | 94.7 | 94.8 | 95.4 | 94.5 |
| 1970 | 114.5 | 116.3 | 117.5 | 119.1 | 116.3 |
| 1975 | 157.8 | 160.6 | 163.6 | 166.3 | 161.2 |
| 1977 | 178.2 | 181.8 | 184.0 | 186.1 | 181.5 |
| 1978 | 189.8 | 195.3 | 199.3 | 202.9 | 195.4 |
| 1979 | 209.1 | 216.6 | 223.4 | 229.9 | 217.4 |
| 1980 | 239.8 | 247.6 | 251.7 | | |

* Chicago-Gary Standard Consolidaced Statistical Area

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

COMPARATIVE LIVING COSTS FOR AN URBAN FAMILY OF FOUR AT THE LOWER, INTERMEDIATE AND UPPER STANDARD FOR SELECTED URBAN CENTERS

| Rank | "Lower" Urban Center | Total Budget | Rank | "Intermediate" Urban Center | Total Budget | Rank | "Upper" Urban Center | Total Budget |
|---|---|---|---|---|---|---|---|---|
| 1 | Anchorage, AK | $19,694 | 1 | Anchorage, AK | $27,933 | 1 | Anchorage, AK | $40,785 |
| 2 | Honolulu, HI | 16,507 | 2 | Honolulu, HI | 25,799 | 2 | Honolulu, HI | 39,689 |
| 3 | Seattle-Everett, WA | 13,914 | 3 | Boston, MA | 24,381 | 3 | New York-Northeastern NJ, NY - NJ | 37,823 |
| 4 | San Francisco-Oakland, CA | 13,910 | 4 | New York-Northeastern NJ, NY - NJ | 23,856 | 4 | Boston, MA | 36,891 |
| 5 | Washington, DC - MD - VA | 13,631 | 5 | Washington, DC - MD - VA | 22,206 | 5 | Washington, DC - MD - VA | 32,636 |
| 6 | Boston, MA | $13,623 | 6 | Buffalo, NY | $21,806 | 6 | Buffalo, NY | $32,013 |
| 7 | Los Angeles-Long Beach, CA | 13,399 | 7 | San Francisco-Oakland, CA | 21,478 | 7 | San Francisco-Oakland, CA | 31,710 |
| 8 | San Diego, CA | 12,974 | 8 | Philadelphia, PA - NJ | 21,436 | 8 | Minneapolis-St. Paul, MN | 31,707 |
| 9 | New York-Northeastern NJ, NY - NJ | 12,949 | 9 | Minneapolis-St. Paul, MN | 21,426 | 9 | Philadelphia, PA - NJ | 31,352 |
| 10 | CHICAGO, IL - NORTHWESTERN, IN IL - IN | 12,885 | 10 | Milwaukee, WI | 21,387 | 10 | Milwaukee, WI | 30,929 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 11 | Philadelphia, PA - NJ | $12,861 | 11 | Cleveland, OH | $20,868 | 11 | Detroit, MI | $30,668 |
| 12 | Minneapolis-St. Paul, MN | 12,787 | 12 | Detroit, MI | 20,821 | 12 | Cleveland, OH | 30,116 |
| 13 | Baltimore, MD | 12,772 | 13 | Seattle-Everett, WA | 20,719 | 13 | San Diego, CA | 30,113 |
| 14 | Milwaukee, WI | 12,685 | 14 | CHICAGO, IL - NORTHWESTERN, IN IL - IN | 20,564 | 14 | Baltimore, MD | 30,110 |
| 15 | Detroit, MI | 12,582 | 15 | Denver, CO | 20,468 | 15 | Los Angeles-Long Beach, CA | 30,083 |
| 16 | Cleveland, OH | $12,534 | 16 | Baltimore, MD | $20,316 | 16 | Denver, CO | $29,976 |
| 17 | Denver, CO | 12,517 | 17 | Cincinnati, OH - KY - IN | 20,287 | 17 | CHICAGO, IL - NORTHWESTERN, IN IL - IN | 29,890 |
| 18 | St. Louis, MO - IL | 12,436 | 18 | San Diego, CA | 20,088 | 18 | Seattle-Everett, WA | 29,583 |
| 19 | Buffalo, NY | 12,409 | 19 | St. Louis, MO - IL | 19,963 | 19 | Kansas City, MO - KS | 29,128 |
| 20 | Pittsburgh, PA | 12,406 | 20 | Pittsburgh, PA | 19,890 | 20 | Pittsburgh, PA | 29,011 |
| 21 | Cincinnati, OH - KY - IN | $12,359 | 21 | Los Angeles-Long Beach, CA | $19,871 | 21 | St. Louis, MO - IL | $29,008 |
| 22 | Kansas City, MO - KS | 12,234 | 22 | Kansas City, MO - KS | 19,618 | 22 | Cincinnati, OH - KY - IN | 28,763 |
| 23 | Houston, TX | 12,100 | 23 | Houston, TX | 19,025 | 23 | Houston, TX | 27,686 |
| 24 | Dallas, TX | 11,687 | 24 | Atlanta, GA | 18,821 | 24 | Atlanta, GA | 27,673 |
| 25 | Atlanta, GA | 11,622 | 25 | Dallas, TX | 18,301 | 25 | Dallas, TX | 27,004 |

Note: As a result of the revision of the Consumer Price Index program in January, 1978, individual area price changes from autumn 1978 to autumn 1979 were available for only 25 of the 40 family budget areas.

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

AVERAGE ANNUAL PRODUCERS PRICE INDEXES
FOR "ALL COMMODITIES" AND FOR GROUPINGS OF PROCESSED FOODS
--SELECTED PERIODS SINCE 1950--
(1967 = 100.0)

| YEAR | All Commodities | PROCESSED FOODS | | | | | |
|---|---|---|---|---|---|---|---|
| | | Cereal & Bakery Prod. | Meats, Poultry & Fish | Dairy Products | Processed Fruits & Vegetables | Sugar and Confectionery | Beverages & Beverage Materials |
| 1950 | 81.8 | 71.6 | 97.7 | 68.9 | 86.6 | 75.3 | 78.4 |
| 1955 | 87.8 | 84.1 | 81.6 | 77.1 | 91.5 | 85.2 | 93.1 |
| 1960 | 94.9 | 88.1 | 93.1 | 86.1 | 92.8 | 90.1 | 92.8 |
| 1965 | 96.6 | 93.1 | 96.2 | 89.0 | 95.2 | 96.5 | 99.2 |
| 1970 | 110.4 | 107.7 | 115.8 | 111.2 | 110.6 | 115.8 | 113.0 |
| 1971 | 114.0 | 111.6 | 116.0 | 115.6 | 114.4 | 119.4 | 116.0 |
| 1972 | 119.1 | 114.7 | 130.0 | 118.6 | 119.7 | 121.6 | 118.0 |
| 1973 | 134.7 | 134.4 | 167.5 | 131.1 | 129.6 | 132.3 | 121.7 |
| 1974 | 160.1 | 171.2 | 163.5 | 146.4 | 154.6 | 258.9 | 140.7 |
| 1975 | 174.9 | 178.0 | 191.0 | 155.8 | 169.8 | 254.3 | 162.4 |
| 1976 | 183.0 | 172.1 | 181.6 | 168.5 | 170.2 | 190.9 | 173.5 |
| 1977 | 194.2 | 173.4 | 182.0 | 173.4 | 187.4 | 177.4 | 201.0 |
| 1978 | 209.3 | 190.3 | 217.1 | 188.4 | 202.6 | 197.8 | 200.0 |
| 1979 | 235.6 | 210.3 | 242.0 | 211.2 | 221.9 | 214.7 | 210.7 |
| 1980 (Nine Months) | 265.0 | 232.6 | 240.2 | 227.7 | 226.5 | 301.7 | 233.6 |
| 1980 by Months | | | | | | | |
| January | 254.9 | 225.4 | 239.6 | 221.0 | 222.9 | 235.0 | 224.0 |
| February | 260.2 | 229.9 | 239.6 | 220.8 | 223.3 | 287.5 | 224.8 |
| March | 261.5 | 231.3 | 239.2 | 223.3 | 223.6 | 263.6 | 226.0 |
| April | 262.8 | 232.4 | 226.0 | 227.5 | 224.6 | 275.0 | 227.9 |
| May | 263.7 | 233.5 | 224.8 | 228.9 | 225.2 | 327.4 | 231.4 |
| June | 265.2 | 233.1 | 226.6 | 229.9 | 227.3 | 324.7 | 233.6 |
| July | 269.8 | 234.6 | 248.5 | 230.5 | 229.5 | 313.7 | 234.4 |
| August | 273.1 | 235.4 | 259.9 | 233.0 | 230.6 | 347.1 | 237.3 |
| September | 274.1 | 238.0 | 257.7 | 234.1 | 231.9 | 341.4 | 236.2 |

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics (nine months for 1980 are our computations.)

COMPARISON OF CHANGES IN FOOD PRICES FOR THE UNITED STATES AND SELECTED AREAS
Consumer Price Indexes for All Urban Consumers for September, 1980
(1967 = 100.0)

| Area | FOOD AT HOME | | | | | |
|---|---|---|---|---|---|---|
| | Total | Cereal & Bakery Prod. | Meats, Poultry, Fish & Eggs | Dairy Products | Fruits & Vegetables | Other Foods |
| United States City Average | 258.9 | 250.3 | 251.8 | 230.6 | 257.4 | 309.2 |
| Anchorage | 247.3 | 230.9 | 255.7 | 221.1 | 223.9 | 290.7 |
| Atlanta | 264.3 | 264.9 | 237.0 | 265.2 | 280.0 | 304.6 |
| Baltimore | 262.1 | 243.1 | 250.1 | 222.7 | 273.1 | 325.6 |
| Boston | 247.3 | 253.6 | 251.6 | 211.2 | 233.4 | 290.0 |
| Buffalo | 257.0 | 244.0 | 252.8 | 228.3 | 236.0 | 312.8 |
| Chicago | 260.7 | 256.7 | 259.5 | 224.9 | 255.8 | 312.5 |
| Cincinnati | 276.2 | 282.3 | 250.9 | 241.9 | 281.0 | 344.7 |
| Cleveland | 264.1 | 263.4 | 265.5 | 232.4 | 231.7 | 317.1 |
| Dallas | 255.6 | 247.5 | 241.2 | 236.2 | 257.8 | 298.1 |
| Denver | 241.1 | 231.0 | 230.2 | 235.5 | 226.8 | 294.1 |
| Detroit | 250.5 | 259.0 | 240.9 | 242.5 | 226.5 | 300.6 |
| Honolulu | 268.8 | 242.2 | 264.2 | 254.4 | 282.3 | 304.4 |
| Houston | 263.6 | 241.1 | 260.7 | 255.6 | 271.1 | 286.4 |
| Kansas City | 261.5 | 265.1 | 245.4 | 237.4 | 270.3 | 303.8 |
| Los Angeles - Long Beach | 258.1 | 260.0 | 254.0 | 225.1 | 245.9 | 305.1 |
| Milwaukee | 249.6 | 258.4 | 249.6 | 238.4 | 238.0 | 272.7 |
| Minneapolis | 256.6 | 267.2 | 238.1 | 251.6 | 255.7 | 285.2 |
| New York | 263.5 | 247.3 | 248.9 | 232.7 | 278.5 | 324.4 |
| Northeast Pennsylvania | 258.3 | 235.5 | 258.6 | 225.3 | 270.2 | 307.9 |
| Philadelphia | 257.2 | 261.3 | 237.7 | 228.7 | 255.1 | 328.4 |
| Pittsburgh | 257.8 | 259.4 | 248.0 | 214.3 | 253.6 | 316.3 |
| Portland, OR | 247.6 | 244.8 | 263.2 | 205.0 | 219.5 | 299.1 |
| St. Louis | 259.3 | 266.5 | 239.2 | 238.3 | 277.1 | 304.2 |
| San Diego | 248.3 | 244.6 | 244.3 | 225.5 | 247.0 | 288.4 |
| San Francisco | 257.8 | 256.6 | 257.0 | 225.7 | 245.7 | 309.6 |
| Seattle | 243.2 | 237.8 | 249.0 | 211.0 | 204.0 | 303.3 |
| Washington | 274.0 | 260.2 | 261.9 | 220.0 | 290.7 | 338.8 |

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

## CHICAGO-GARY SUBURBAN SCSA ZIP CODES

| Illinois Municipality | Zip Code |
|---|---|
| Addison | 60101 |
| Alden | 60001 |
| Algonquin | 60102 |
| Alsip | 60658 |
| Antioch | 60002 |
| Arlington Heights | 60004 |
| | 60005 |
| | 60006 |
| Aurora | 60504 |
| | 60505 |
| | 60506 |
| | 60507 |
| Bannockburn | 60015 |
| Barrington | 60010 |
| Barrington Hills | 60010 |
| Bartlett | 60103 |
| Batavia | 60510 |
| Bedford Park | 60638 |
| Beecher | 60401 |
| Bellwood | 60104 |
| Bensenville | 60106 |
| Berkeley | 60163 |
| Berwyn | 60402 |
| Big Rock | 60511 |
| Bloomingdale | 60108 |
| Blue Island | 60406 |
| Bolingbrook | 60439 |
| Braidwood | 60408 |
| Bridgeview | 60455 |
| Broadview | 60153 |
| Brookfield | 60513 |
| Buffalo Grove | 60090 |
| Bull Valley | 60098 |
| Burbank | 60459 |
| Burlington | 60109 |
| Burnham | 60633 |
| Burr Ridge | 60521 |
| Burton Bridge | 60050 |
| Calumet City | 60409 |
| Calumet Park | 60643 |
| Carol Stream | 60187 |
| Carpentersville | 60110 |
| Cary | 60013 |
| Channahon | 60410 |
| Channel Lake | 60002 |
| Chicago Heights | 60411 |
| Chicago Ridge | 60415 |
| Cicero | 60650 |
| Clarendon Hills | 60514 |
| Country Club Hills | 60477 |
| Countryside | 60525 |
| Crest Hill | 60435 |
| Crestwood | 60445 |
| Crete | 60417 |
| Crystal Lake | 60014 |
| Custer Park | 60418 |
| Darien | 60559 |
| Deer Park | 60010 |
| Deerfield | 60015 |
| Des Plaines | 60016 |
| | 60017 |
| | 60018 |

| Illinois Municipality | Zip Code |
|---|---|
| Dixmoor | 60406 |
| Dolton | 60419 |
| Downers Grove | 60515 |
| East Chicago Hts. | 60411 |
| East Dundee | 60118 |
| East Hazelcrest | 60429 |
| Elburn | 60119 |
| Elgin | 60120 |
| Elk Grove Village | 60007 |
| Elmhurst | 60126 |
| Elmwood Park | 60635 |
| Elwood | 60421 |
| Eola | 60519 |
| Evanston | 60201 |
| | 60202 |
| | 60204 |
| Evergreen Park | 60642 |
| Flossmoor | 60422 |
| Forest Park | 60130 |
| Forest View | 60402 |
| Fort Sheridan | 60037 |
| Fox Lake | 60020 |
| Fox River Grove | 60021 |
| Fox Rvr Vly Grdns | 60013 |
| Frankfort | 60423 |
| Franklin Park | 60131 |
| Gages Lake | 60030 |
| Geneva | 60134 |
| Gilberts | 60136 |
| Glen Ellyn | 60137 |
| Glencoe | 60022 |
| Glendale Heights | 60137 |
| Glenview | 60025 |
| Glenview Nvl Air Stn | 60026 |
| Glenwood | 60425 |
| Godley | 60407 |
| Golf | 60029 |
| Grayslake | 60030 |
| Great Lakes | 60088 |
| Green Oaks | 60048 |
| Gurnee | 60031 |
| Hainesville | 60030 |
| Hampshire | 60140 |
| Hanover Park | 60103 |
| Harvard | 60033 |
| Harvey | 60426 |
| Harwood Heights | 60634 |
| | 60656 |
| Hawthorn Woods | 60047 |
| Hazel Crest | 60429 |
| Hebron | 60034 |
| Hickory Hills | 60457 |
| Highland Park | 60035 |
| Highwood | 60040 |
| Hillside | 60162 |
| Hines | 60141 |
| Hinsdale | 60521 |
| Hodgkins | 60525 |
| Hoffman Estates | 60194 |
| | 60195 |
| Holiday Hills | 60050 |
| Hometown | 60456 |

## CHICAGO-GARY SUBURBAN SCSA ZIP CODES (Continued)

| Illinois Municipality | Zip Code |
|---|---|
| Homewood | 60430 |
| Huntley | 60142 |
| Indian Creek | 60060 |
| Indian Head Park | 60525 |
| Ingleside | 60041 |
| Inverness | 60067 |
| Island Lake | 60042 |
| Itasca | 60143 |
| Johnsburg | 60050 |
| Joliet | 60431 |
| | 60432 |
| | 60433 |
| | 60434 |
| | 60435 |
| | 60436 |
| Justice | 60458 |
| Kaneville | 60144 |
| Kenilworth | 60043 |
| Kildeer | 60047 |
| La Fox | 60147 |
| La Grange | 60525 |
| La Grange Park | 60525 |
| Lake Barrington | 60010 |
| Lake Bluff | 60044 |
| Lake Forest | 60045 |
| Lake-in-the-Hills | 60102 |
| Lake Villa | 60046 |
| Lake Zurich | 60047 |
| Lakemoor | 60050 |
| Lakewood | 60014 |
| Lansing | 60438 |
| Lemont | 60439 |
| Libertyville | 60048 |
| Lincolnshire | 60015 |
| Lincolnwood | 60645 |
| | 60646 |
| Lindenhurst | 60046 |
| Lisle | 60532 |
| Lockport | 60441 |
| Lombard | 60148 |
| Long Grove | 60047 |
| Lynwood | 60411 |
| Lyons | 60534 |
| Manhattan | 60442 |
| Maple Park | 60151 |
| Marengo | 60152 |
| Markham | 60426 |
| Matteson | 60443 |
| Maywood | 60153 |
| McCook | 60525 |
| McCullom Lake | 60050 |
| McHenry | 60050 |
| McHenry Shores | 60050 |
| Medinah | 60157 |
| Melrose Park | 60160 |
| | 60161 |
| Merrionette Park | 60655 |
| Mettawa | 60060 |
| Midlothian | 60445 |
| Minooka | 60447 |

| Illinois Municipality | Zip Code |
|---|---|
| Mokena | 60448 |
| Monee | 60449 |
| Montgomery | 60538 |
| Mooseheart | 60539 |
| Morton Grove | 60053 |
| Mt. Prospect | 60056 |
| Mundelein | 60060 |
| Naperville | 60540 |
| New Lenox | 60451 |
| Niles | 60648 |
| Norridge | 60634 |
| | 60656 |
| North Aurora | 60542 |
| North Barrington | 60010 |
| North Chicago | 60064 |
| North Riverside | 60546 |
| Northbrook | 60062 |
| Northfield | 60093 |
| Northlake | 60164 |
| Oak Brook | 60521 |
| Oak Forest | 60452 |
| Oak Lawn | 60453 |
| | 60454 |
| Oak Park | 60301 |
| | 60302 |
| | 60303 |
| | 60304 |
| Oakbrook Terrace | 60181 |
| Oakwood Hills | 60013 |
| Old Mill Creek | 60083 |
| Olympia Fields | 60461 |
| Orland Park | 60462 |
| Palatine | 60067 |
| Palos Heights | 60463 |
| Palos Hills | 60465 |
| Palos Park | 60464 |
| Park City | 60085 |
| Park Forest | 60466 |
| Park Forest South | 60466 |
| Park Ridge | 60068 |
| Peotone | 60468 |
| Phoenix | 60419 |
| Pingree Grove | 60140 |
| Plainfield | 60544 |
| Plato Center | 60170 |
| Posen | 60469 |
| Prairie Grove | 60013 |
| Prairie View | 60069 |
| Prospect Heights | 60070 |
| Richmond | 60071 |
| Richton Park | 60471 |
| Ringwood | 60072 |
| River Forest | 60305 |
| River Grove | 60171 |
| Riverdale | 60627 |
| Riverside | 60546 |
| Riverwoods | 60015 |
| Robbins | 60472 |
| Rockdale | 60436 |
| Rolling Meadows | 60008 |

CHICAGO-GARY SUBURBAN SCSA ZIP CODES (Continued)

| Illinois Municipality | Zip Code |
|---|---|
| Romeoville | 60441 |
| Roselle | 60172 |
| Rosemont | 60018 |
| Round Lake | 60073 |
| Round Lake Beach | 60073 |
| Round Lake Heights | 60073 |
| Round Lake Park | 60073 |
| Russell | 60075 |
| St. Charles | 60174 |
| Sauk Village | 60411 |
| Schaumburg | 60193 |
| | 60194 |
| | 60195 |
| Schiller Park | 60176 |
| Shorewood | 60435 |
| Skokie | 60076 |
| | 60077 |
| | 60203 |
| Sleepy Hollow | 60118 |
| Solon Mills | 60080 |
| South Barrington | 60010 |
| | 60195 |
| South Chicago Hts. | 60411 |
| South Elgin | 60177 |
| South Holland | 60473 |
| Spring Grove | 60081 |
| Steger | 60475 |
| Stickney | 60402 |
| Stone Park | 60165 |
| Streamwood | 60103 |
| Sugar Grove | 60554 |
| Summit | 60501 |
| Sunnyside | 60050 |
| Sunrise Ridge | 60097 |
| Symerton | 60481 |
| Techny | 60082 |
| Third Lake | 60030 |
| Thornton | 60476 |
| Tinley Park | 60477 |
| Tower Lakes | 60010 |
| Union | 60180 |
| Valley View | 60174 |
| Vernon Hills | 60061 |
| Villa Park | 60181 |
| Virgil | 60182 |
| Wadsworth | 60083 |
| Warrenville | 60555 |
| Wasco | 60183 |
| Wauconda | 60084 |
| Waukegan | 60085 |
| Wayne | 60184 |
| West Chicago | 60185 |
| West Dundee | 60118 |
| Westchester | 60153 |
| Western Springs | 60558 |
| Westhaven | 60477 |
| Westmont | 60559 |
| Wheaton | 60187 |
| Wheeling | 60090 |
| Willow Springs | 60480 |

| Illinois Municipality | Zip Code |
|---|---|
| Willowbrook | 60521 |
| Wilmette | 60091 |
| Wilmington | 60481 |
| Winfield | 60190 |
| Winnetka | 60093 |
| Winthrop Harbor | 60096 |
| Wonder Lake | 60097 |
| Wood Dale | 60191 |
| Woodridge | 60515 |
| Woodstock | 60098 |
| Worth | 60482 |
| Zion | 60099 |
| **Indiana** | |
| Beverly Shores | 46301 |
| Boone Grove | 46302 |
| Burns Harbor | 46368 |
| Cedar Lake | 46303 |
| Chesterton | 46304 |
| Crown Point | 46307 |
| Dune Acres | 46304 |
| Dyer | 46311 |
| East Chicago | 46312 |
| Gary | 46401 |
| | 46402 |
| | 46403 |
| | 46404 |
| | 46406 |
| | 46407 |
| | 46408 |
| | 46409 |
| Griffith | 46319 |
| Hammond | 46320 |
| | 46323 |
| | 46324 |
| | 46325 |
| | 46326 |
| | 46327 |
| Hebron | 46341 |
| Highland | 46322 |
| Hobart | 46342 |
| Kouts | 46347 |
| Lake Station | 46405 |
| LeRoy | 46355 |
| Lowell | 46356 |
| Merrillville | 46410 |
| Munster | 46321 |
| New Chicago | 46405 |
| Ogden Dunes | 46368 |
| Pines | 46360 |
| Portage | 46368 |
| Porter | 46304 |
| St. John | 46373 |
| Schererville | 46375 |
| Schneider | 46376 |
| Shelby | 46377 |
| Valparaiso | 46383 |
| Wheeler | 46393 |
| Whiting | 46394 |

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)

| NAME AND ADDRESS | County Distance (Miles) Direction | Size (Sq. Ft.) | Major Tenants |
|---|---|---|---|
| Addison-Green Meadows, Inc.<br>12 W. Lake Street<br>Addison, Illinois 60101 | DuPage<br>20 W. | 166,670 | Goldblatt's |
| Arlington Plaza<br>Arlington Heights and Rand Roads<br>Arlington Heights, Illinois 60004 | Cook<br>25 N.W. | 252,650 | Goldblatt's |
| Belvidere Mall Shopping Center<br>2107 Belvidere Road<br>Waukegan, Illinois 60085 | Lake, IL<br>35 N. | 300,000 | Montgomery Ward & Co. |
| Brementowne Mall<br>159th Street and Oak Park Avenue<br>Tinley Park, Illinois 60477 | Cook<br>21 S.W. | 400,000 | Gately's Dept. Store |
| Brickyard, The<br>6465 W. Diversey Avenue<br>Chicago, Illinois 60635 | Cook<br>10 N.W. | 876,000 | J.C. Penney Co.<br>Montgomery Ward & Co. |
| Canterbury Shopping Center<br>159th St. (U.S. 6) & Kedzie Ave.<br>Markham, Illinois 60426 | Cook<br>20 S. | 300,000 | Goldblatt's |
| Century Mall<br>U.S. 30 and Indiana 53<br>Merrillville, Indiana 46410 | Lake, IN<br>32 S.E. | 401,134 | Goldblatt's<br>Montgomery Ward & Co. |
| Cermak Plaza<br>Cermak Road and Harlem Avenue<br>Berwyn, Illinois 60402 | Cook<br>10 W. | 327,000 | Sears Roebuck & Co. |
| Deerbrook Mall<br>Lake-Cook and Waukegan Roads<br>Deerfield, Illinois 60015 | Cook<br>22 N. | 507,000 | Montgomery Ward & Co. |
| Edens Plaza<br>Lake Avenue and Skokie Highway<br>Wilmette, Illinois 60091 | Cook<br>17 N. | 290,000 | Carson Pirie Scott & Co. |
| Evergreen Plaza<br>95th Street and Western Avenue<br>Evergreen Park, Illinois 60642 | Cook<br>11 S.W. | 1,200,000 | Carson Pirie Scott & Co.<br>Montgomery Ward & Co. |
| Ford City Shopping Center<br>7601 S. Cicero Avenue<br>Chicago, Illinois 60652 | Cook<br>10 S.W. | 1,450,000 | J.C. Penney Co.<br>Montgomery Ward & Co.<br>Wieboldt's, |
| Fox Valley Center<br>Illinois Highways 59 and 65<br>Aurora, Illinois 60506 | DuPage<br>32 W. | 1,467,372 | J.C. Penney Co.<br>Marshall Field & Co.<br>Sears Roebuck & Co. |
| Golf Mill Shopping Center<br>Golf Road and Milwaukee Avenue<br>Niles, Illinois 60648 | Cook<br>16 N.W. | 1,030,000 | J.C. Penney Co.<br>Sears Roebuck & Co. |
| Harlem-Irving Plaza<br>4104 N. Harlem Avenue<br>Norridge, Illinois 60634 | Cook<br>11 N.W. | 370,000 | Wieboldt's |

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)
(continued)

| NAME AND ADDRESS | County Distance (Miles) Direction | Size (Sq. Ft.) | Major Tenants |
|---|---|---|---|
| Hawthorn Center<br>Illinois Highways 21 and 60<br>Vernon Hills, Illinois 60061 | Lake, IL<br>31 N.W. | 1,400,000 | Marshall Field & Co.<br>Sears Roebuck & Co. |
| Hillcrest Shopping Center<br>Larkin and Plainfield Roads<br>Crest Hill, Illinois 60435 | Will<br>35 S.W. | 320,000 | Goldblatt's |
| Hillside Shopping Center<br>Eisenhower Expressway and Wolf Road<br>Hillside, Illinois 60162 | Cook<br>14 W. | 471,004 | Carson Pirie Scott & Co.<br>Goldblatt's |
| Jefferson Square Shopping Center<br>2450 W. Jefferson Street<br>Joliet, Illinois 60436 | Will<br>38 S.W. | 551,000 | Montgomery Ward & Co.<br>Wieboldt's |
| Lake Meadows Shopping Center<br>3300 S. Dr. Martin Luther King Jr. Drive<br>Chicago, Illinois 60616 | Cook<br>3 S. | 250,000 | Goldblatt's |
| Lakehurst Shopping Center<br>Illinois Highways 43 and 120<br>Waukegan, Illinois 60085 | Lake, IL<br>36 N. | 1,200,000 | Carson Pirie Scott & Co.<br>J.C. Penney Co.<br>Wieboldt's |
| Lawrencewood Shopping Center<br>Oakton Street and Waukegan Road<br>Niles, Illinois 60648 | Cook<br>14 N.W. | 290,000 | Goldblatt's |
| Lincoln Mall<br>U.S. 30 and Cicero Avenue<br>Matteson, Illinois 60443 | Cook<br>27 S. | 1,200,000 | Carson Pirie Scott & Co.<br>J.C. Penney Co.<br>Montgomery Ward & Co.<br>Wieboldt's |
| Lincoln Village<br>Lincoln Avenue and McCormick Boulevard<br>Chicago, Illinois 60645 | Cook<br>9 N. | 115,000 | Wieboldt's |
| Louis Joliet Mall<br>Interstate 55 and U.S. 30<br>Joliet, Illinois 60435 | Will<br>36 S.W. | 1,000,000 | Bergner-Weise<br>J.C. Penney Co.<br>Marshall Field & Co.<br>Sears Roebuck & Co. |
| Meadowdale Shopping Center<br>Route 25 and Lake Marion Road<br>Carpentersville, Illinois 60110 | Kane<br>38 N.W. | 487,000 | Wieboldt's |
| Morton Grove Shopping Center<br>Dempster Street and Waukegan Road<br>Morton Grove, Illinois 60053 | Cook<br>15 N.W. | 354,000 | Goldblatt's |
| North Riverside Park<br>7500 W. Cermak Road<br>North Riverside, Illinois 60546 | Cook<br>11 W. | 1,100,000 | Carson Pirie Scott & Co.<br>J.C. Penney Co.<br>Montgomery Ward & Co. |

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)
(continued)

| NAME AND ADDRESS | County Distance (Miles) Direction | Size (Sq. Ft.) | Major Tenants |
|---|---|---|---|
| Northbrook Court Shopping Center<br>Lake-Cook and Lee Roads<br>Northbrook, Illinois 60062 | Cook<br>21 N. | 1,013,057 | Nieman-Marcus<br>Sears Roebuck & Co. |
| Oakbrook Center<br>Illinois Highway 83 and Cermak Road<br>Oak Brook, Illinois 60521 | DuPage<br>18 W. | 1,265,862 | Marshall Field & Co.<br>Sears Roebuck & Co. |
| Old Orchard Shopping Center<br>Golf Road and Skokie Highway<br>Skokie, Illinois 60077 | Cook<br>14 N. | 1,229,524 | Marshall Field & Co.<br>Montgomery Ward & Co. |
| Orland Square<br>151st Street and La Grange Road (U.S. 45)<br>Orland Park, Illinois 60462 | Cook<br>22 S.W. | 1,214,000 | Carson Pirie Scott & Co.<br>J.C. Penney Co.<br>Marshall Field & Co.<br>Sears Roebuck & Co. |
| Park Forest Plaza<br>Lakewood Boulevard and Western Avenue<br>Park Forest, Illinois 60466 | Cook<br>28 S. | 917,000 | Goldblatt's<br>Marshall Field & Co.<br>Sears Roebuck & Co. |
| Randhurst<br>Rand (U.S. 12) and Elmhurst (IL 83) Roads<br>Mt. Prospect, Illinois 60056 | Cook<br>21 N.W. | 1,100,000 | Carson Pirie Scott & Co.<br>Montgomery Ward & Co.<br>Wieboldt's |
| River Oaks<br>159th Street and Torrence Avenue<br>Calumet City, Illinois 60409 | Cook<br>20 S. | 1,175,210 | Marshall Field & Co.<br>Sears Roebuck & Co. |
| St. Charles Shopping Center<br>Prairie and Randall Roads<br>St. Charles, Illinois 60174 | Kane<br>38 W. | 130,000 | Montgomery Ward & Co. |
| Scottsdale Shopping Center<br>7905 S. Cicero Avenue<br>Chicago, Illinois 60652 | Cook<br>11 S.W. | 210,000 | Goldblatt's |
| Southlake Mall<br>Interstate 65 and U.S. 30<br>Merrillvilie, Indiana 46410 | Lake, IN<br>33 S.E. | 1,057,000 | Carson Pirie Scott & Co.<br>J.C. Penney Co.<br>L.S. Ayres & Co.<br>Sears Roebuck & Co. |
| Spring Hill Mall<br>Illinois Highways 31 and 72<br>West Dundee, Illinois 60118 | Kane<br>39 N.W. | 1,200,000 | Marshall Field & Co.<br>Sears Roebuck & Co. |
| Water Tower Place<br>835 N. Michigan Avenue<br>Chicago, Illinois 60611 | Cook<br>1 N. | 615,000 | Marshall Field & Co. |
| Waukegan Shopping Plaza<br>Glen Flora and Lewis Avenues<br>Waukegan, Illinois 60085 | Lake, IL<br>38 N. | 201,000 | Goldblatt's |

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)
(continued)

| NAME AND ADDRESS | County Distance (Miles) Direction | Size (Sq. Ft.) | Major Tenants |
|---|---|---|---|
| Winston Park Plaza Shopping Center<br>8900 W. North Avenue<br>Melrose Park, Illinois 60160 | Cook<br>12 W. | 500,000 | J.C. Penney Co. |
| Woodfield Mall<br>Illinois Highways 53 and 58<br>Schaumburg, Illinois 60172 | Cook<br>25 N.W. | 2,267,000 | J.C. Penney Co.<br>Marshall Field & Co.<br>Sears Roebuck & Co. |
| Woodmar, The Fashion Center<br>165th Street and Indianapolis Boulevard<br>Hammond, Indiana 46320 | Lake, IN<br>20 S.E. | 123,007 | Carson Pirie Scott & Co. |
| Yorktown Shopping Center<br>Butterfield Road and Highland Avenue<br>Lombard, Illinois 60148 | DuPage<br>21 W. | 1,500,000 | Carson Pirie Scott & Co.<br>J.C. Penney Co.<br>Montgomery Ward & Co.<br>Wieboldt's |

* State and Madison Streets.

CHICAGO'S FUTURE MAJOR REGIONAL SHOPPING CENTERS
(Showing location, projected opening date, distance and direction from Chicago*, size, and major tenants)

| NAME AND ADDRESS | Projected Opening Date | County Distance (Miles) Direction | Size (Sq. Ft.) | Major Tenants |
|---|---|---|---|---|
| Chicago Ridge Mall<br>95th Street and Ridgeland Avenue<br>Chicago Ridge, Illinois 60415 | 1981 | Cook<br>15 S.W. | 900,000 | Sears Roebuck & Co. |
| Orland Court<br>151st Street and La Grange Road<br>Orland Park, Illinois 60462 | 1981 | Cook<br>22 S.W. | 803,000 | Montgomery Ward & Co.<br>Wieboldt's |
| River Mall<br>170th Street and Torrence Avenue<br>Lansing, Illinois 60438 | 1983 | Cook<br>23 S.E. | 1,767,000 | J.C. Penney Co.<br>Montgomery Ward & Co.<br>Wieboldt's |
| Stratford Square<br>Gary Avenue and Schick Road<br>Bloomingdale, Illinois 60108 | 1981 | DuPage<br>28 N.W. | 1,066,607 | Carson Pirie Scott & Co.<br>Marshall Field & Co.<br>Montgomery Ward & Co.<br>Wieboldt's |

* State and Madison Streets.

Section Three:

SELLING THE MARKET

HOW TO REACH MORE PROSPECTS

DAILY RETAIL FOOD LINAGE ON BEST FOOD DAY

HOW TO OPTIMIZE REACH PER DOLLAR AMONG TOTAL ADULT READERS

HOW TO OPTIMIZE REACH PER DOLLAR AMONG ADULT WOMEN READERS

PRE-SOLD GROCERY AND HOUSEHOLD PRODUCTS

THE CHICAGO SUN-TIMES

REACHES

- More readers under 50
- More readers with children
- More principal food shoppers

DAILY NEWSPAPER COMPARISON

CHICAGO ADI

| | NET REACH | | | COST PER 1,000 | |
|---|---|---|---|---|---|
| | Sun-Times | Tribune | S-T Lead | S-T | Trib. |
| Total Adults | 2,063,600 | 1,983,000 | 80,600 | $1.41 | $1.80 |
| Under 50 | 1,316,600 | 1,190,900 | 125,700 | 2.21 | 2.99 |
| With Children | 841,700 | 719,500 | 122,200 | 3.46 | 4.95 |
| Principal Food Shopper | 1,360,400 | 1,114,100 | 246,300 | 2.14 | 3.20 |

THE SUN-TIMES REACHES MORE OF THE MARKET AT LESS

COST PER 1,000 THAN THE TRIBUNE

SOURCE: Readership - Three Sigma, 1980.

COSTS: Cost per 1,000 based on 600 Line B/W Ad (1,000 Line Rate);
Sun-Times Rates effective September 1, 1980 ($2,916);
Tribune Rates effective July 1, 1980 ($3,564).

THE CHICAGO SUN-TIMES CONTINUES TO REACH THE
- CHICAGO

| | Total in ADI | Sun-Times |
|---|---|---|
| TOTAL ADULTS REACHED: | 5,872,300 | 2,063,600 |
| Readers Per Dollar | | 708 |
| YOUNGER PEOPLE | | |
| Age Under 35 | 2,419,000 | 750,300 |
| Readers Per Dollar | | 257 |
| Age Under 50 | 3,908,200 | 1,316,600 |
| Readers Per Dollar | | 452 |
| FAMILY PEOPLE | | |
| People With Children | 2,371,100 | 841,700 |
| Readers Per Dollar | | 289 |
| PRINCIPAL FOOD SHOPPER | 3,503,400 | 1,360,400 |
| Readers Per Dollar | | 467 |

SOURCE: Three Sigma - 1980.

COSTS: Based on 600 Line B & W Ad (1,000 Line Rate);
Sun-Times Rates effective September 1, 1980 ($2,916);
Tribune Rates effective July 1, 1980 ($3,564).

BEST PROSPECTS AMONG TOTAL ADULTS AND AT A LOWER COST
ADI -

| Tribune | Sun-Times Advantage Number | Percent |
|---|---|---|
| 1,983,000 | + 80,600 | + 4.1% |
| 556 | + 152 | |
| 723,200 | + 27,100 | + 3.7% |
| 203 | + 54 | |
| 1,190,900 | +125,700 | + 10.6% |
| 334 | + 118 | |
| 719,500 | +122,200 | + 17.0% |
| 202 | + 87 | |
| 1,114,100 | +246,300 | + 22.1% |
| 313 | + 154 | |

## DAILY RETAIL FOOD LINAGE ON BEST FOOD DAY

### 1st NINE MONTHS, 1980

Percentages represent share of total daily linage for each account

| | Sun-Times Full Run | | Tribune Full Run | | Total Full Run | | Tribune Part/Run Zone |
|---|---|---|---|---|---|---|---|
| | Lines | % | Lines | % | Lines | % | Lines |
| Jewel | 605,813 | 50.7% | 588,744 | 49.3% | 1,194,557 | 100.0% | 7,130 |
| Dominick's | 425,300 | 51.2 | 406,124 | 48.8 | 831,424 | 100.0 | - |
| A & P | 338,890 | 50.3 | 334,725 | 49.7 | 673,615 | 100.0 | - |
| Eagle | 113,127 | 40.1 | 169,149 | 59.9 | 282,276 | 100.0 | - |
| Kohl's | 117,580 | 77.8 | 33,480 | 22.2 | 151,060 | 100.0 | 135,995 |
| Butera | 104,130 | 83.1 | 21,180 | 16.9 | 125,310 | 100.0 | 87,660 |
| Certified | 105,070 | 100.0 | - | - | 105,070 | 100.0 | - |
| Hillman's | 98,460 | 100.0 | - | - | 98,460 | 100.0 | 567 |
| All Other | 229,117 | 78.8 | 61,753 | 21.2 | 290,870 | 100.0 | 532,115 |
| GRAND TOTAL | 2,137,487 | 57.0% | 1,615,155 | 43.0% | 3,752,642 | 100.0% | 763,467 |

SOURCE: Sun-Times Estimates.

## THE SUN-TIMES ALSO PERFORMS WELL IN THE CHICAGO ADI AMONG WOMEN

| | Total in ADI | Sun-Times | Tribune | Sun-Times Advantage Number | Sun-Times Advantage Percent |
|---|---|---|---|---|---|
| TOTAL WOMEN REACHED: | 3,076,700 | 1,060,900 | 1,009,800 | + 51,100 | + 5.1% |
| Readers Per Dollar | | 364 | 283 | + 81 | |
| YOUNGER WOMEN | | | | | |
| Age Under 35 | 1,230,400 | 385,600 | 316,800 | + 68,800 | + 21.7% |
| Readers Per Dollar | | 132 | 89 | + 43 | |
| Age Under 50 | 1,979,200 | 688,700 | 587,800 | +100,900 | + 17.2% |
| Readers Per Dollar | | 236 | 165 | + 71 | |
| WORKING WOMEN | 1,601,000 | 593,400 | 466,500 | +126,900 | + 27.2% |
| Readers Per Dollar | | 203 | 131 | + 72 | |
| PRINCIPAL FOOD SHOPPER | 2,458,000 | 898,700 | 814,900 | + 83,800 | + 10.3% |
| Readers Per Dollar | | 308 | 229 | + 79 | |
| WOMEN IN HOUSEHOLDS WITH CHILDREN | 1,256,200 | 437,600 | 338,900 | + 98,700 | + 29.1% |
| Readers Per Dollar | | 150 | 95 | + 55 | |

SOURCE: Three Sigma - 1980

COSTS: Based on 600 Line B & W Ad (1,000 Line Rate);
Sun-Times Rates effective September 1, 1980 ($2,916);
Tribune Rates effective July 1, 1980 ($3,564).

THESE COMPANIES' PRODUCTS HAVE BEEN
Advertisers Using the Chicago Sun-

A & W Root Beer
Agar Meat Products
Alberto Culver
  Release
  Sugar Twin
American Lamb Council
Armour Meat Products
Atalanta Ham
Aunt Nellies Vegetables
Bagels Forever Frozen Bagels
Banquet Frozen Chicken Products
Beatrice Foods
  Dannon Yogurt
  Danny Frozen Lowfat Yogurt
Bertolli Spaghetti Sauce
Bertolli Olive Oil
Best Foods
Bil Mar Farms Turkey Products
Bird Farm Meat Products
The Borden Company
  Breyers Ice Cream
Bridgford Frozen Bread
Brooks Beans
Carl Buddig Meat Products
Campbell Soup Company
  Chef Boy Ar Dee
  Franco American
  Pepperidge Farm
  Swanson Frozen Dinners
Canada Dry
The Carnation Company
  Carnation Frozen Potatoes
Castle & Cooke
  Dole Bananas
Catherine Clark Brownberry Ovens
  Brownberry Breads
Chateau Frozen Dumplings
Coca Cola Foods
  Minute Maid
  Hi-C
Cosmic Candies
County Line Cheese
Creative Crust
Deans Foods
  Deans Dip
  Deans Ice Cream
Del Monte
  Del Monte Catsup
  Del Monte Vegetables
Diet Delight Fruits
Domino Sugar
Dormans Cheese
Dubuque Meat Products
Duffy Mott
  Motts Apple Juice
  Motts Apple Sauce
Durkee Redhot Sauce
Eckrich Meat Products
Entenmanns Baking Products
Bob Evans Meat Products
Fasano Pies
Florida Citrus Commission
  Florida Oranges
  Florida Tangelo
Florida Corn
Florida Orange Juice
Freshlike Vegetables
Frito Lay
Gaucho Frozen Products
General Foods, Inc.
  Brim Freeze Dried Coffee
  Cool Whip & Jello Gelatin
  Good Seasons Barbecue Sauce
  Minute Rice
  Shake N Bake
General Mills, Inc.
  Betty Crocker
  Mighty High Dessert
  Saluto Frozen Pizza
  Yoplait Yogurt
Golden Grain
  Rice A Roni
Golden Grain Syrup
Gonnella Bread
Gorton's Frozen Fish Products
Heath Candies
H. J. Heinz
Hershey Company
  Hersheys Syrup
  Hersheys Candies
Hollywood Oil
George A. Hormel
Hunt Wesson
  Hunts Condiments
  Puritan Oil
  Sunlite Oil
Hygrade Meat Products
ITT Continental Baking
  Jeno's Frozen Pizza
  Wonder Bread
Idahoan Potatoes
Indian Summer Apple Cider
Interstate Brands
  Dolly Madison Cakes
  Butternut Bread
Joan of Arc
  Joan of Arc Beans
John's Frozen Pizza

PRE-SOLD TO CHICAGO'S PRIME PROSPECTS
Times for Food & Household Supplies

Jolly Rancher
Keebler Company
  Zesta Crackers
The Kellogg Company
  Kellogg's Danish Rings
  Kellogg's Cereals
Kraft Foods
  Breakstones Cheese
  Sealtest Ice Cream
Krakus Ham
Land O'Lakes Margarine
LaPizzeria Frozen Pizza
Lawrys Seasonings
Lenders Frozen Bagels
Lever Bros.
  Imperial Margarine
Libby, McNeil & Libby
  Libbys Ketchup
  Libbys Tomato Juice
Thomas J. Lipton, Inc.
  Wishbone Salad Dressing
Maruchan Instant Soup Mix
McCormick Company
Milnot Company
  Chili Man Chili
John Morrell
  Broadcast Meat Products
  Scott Peterson Meats
  Tyson Meat Products
Morton Salt
Muellers Macaroni Products
Mug O Lunch
Mr. Turkey Deli Style Meat
Mrs. Grass Soup
Mrs. Pauls
  Mrs. Pauls Frozen Fish Products
  Mrs. Pauls Frozen Potatoes
Mrs. T's Frozen Pierogies
Nabisco Company
Nature Valley Granola Bars
The Nestle Company
  Morsels
  Nestea
  Tasters Choice
New Mill Macaroni Products
Nissin Foods
  Noodles to Go
  Oodles of Noodles
Ore Ida Foods
  Mrs. Goodcookie Frozen Cookie Dough
  Ore Ida Potatoes
Oscar Mayer Meat Products
Pacific Coast Canned Pears
Pepsi Cola
  Dad's Root Beer
Pet, Inc.
  Downyflakes Frozen Waffles
  Pet Ritz Frozen Pie
The Pillsbury Company
Pinata Frozen Burrito
Proctor & Gamble
  Folger's Coffee
  Quaker Oats
RC Cola Beverages
R.J.R. Foods
  College Inn Soup
Ragu Foods
  Adolphs Mixes
Red Cross Macaroni Products
Riceland Rice
Richardson Candies
Rubinsteins Salmon
Salerno Crackers
Sara Lee Frozen Cakes
Schulze & Burch Baking Company
  Flavor Kist Crackers
Sea Pak Frozen Fish
7-Up General Bottlers
  Dr. Pepper
  Schweppes
Standard Brands
  Blue Bonnet Soft Margarine
  Fleischmanns Light Spread
Starburst Candies
Stewarts Pouch Pack
Stouffers Frozen Entrees
Sun Giant Raisins
Sunshine Crackers
Swift & Company
  Peter Pan Peanut Butter
  Soup Starter
TV Time Popcorn
Thank You Pie Filling
Tostitos Tortilla Chips
Treasure Isle Frozen Fish
Tree Top Orange Juice
Van de Kamps
Van Kamp Seafood
  Chicken of the Sea Tuna
Velamints
Vienna Meat Products
Weaver Frozen Chicken Products
Weight Watchers Ice Cream
Welchs Grape Juice
Welches Jellies & Preserves
Whitneys Salmon
Wilson Foods
Wrights Smoky Hot Sauce
Wrigleys Gum

# NEW RESEARCH STUDY SHOWS SUN-TIMES LEADS IN DAILY AUDIENCE!

In 1980, a major research organization, Three Sigma, measured newspaper audiences in each of the 34 major ADI's and their related metropolitan areas.

Chicago-area results show the Sun-Times to be the leader in the daily newspaper field.

As further indication of Sun-Times strength, The Bright One dominates the key demographic areas among purchasing prospects:

* Adults Age 25-54
* Adults with Children
* Chief Wage Earners
* Principal Food Shoppers
* Working Women

These are the key target groups for many of the products sold in food stores and other major retail outlets.

For more information, call or write
Market Information Services
401 N. Wabash, Chicago, IL
(60611) (312) 321-2015
or your local Sun-Times office.

**CHICAGO SUN-TIMES**
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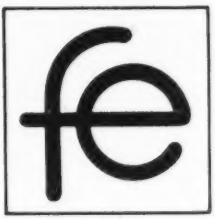

Compliments of

**THE CHICAGO SUN-TIMES**

| | |
|---|---|
| **Chicago:** | 401 N. Wabash Avenue<br>Chicago 60611<br>Phone (312) 321-2302 |
| **New York:** | 1271 Avenue of the Americas<br>Suite 2101<br>New York 10020<br>Phone (212) 397-2900 |
| **Detroit:** | 155 W. Congress Street<br>Suite 604<br>Detroit 48226<br>Phone (313) 965-6976 |
| **Atlanta:** | 3400 Peachtree Rd., N.E.<br>Lenox Towers—Suite 939<br>Atlanta 30326<br>Phone (404) 237-9559 |
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